

2017/18 Vision Awards™  
Annual Report  
Competition

Entry Deadline:

14 December 2018

With Extension Fee: 18 January 2019

"All of us here  
think that this is  
the best-organized  
competition  
we've ever  
experienced.  
Thanks for your  
hard work!"



# CALL FOR ENTRIES

9 of the Top 10  
Fortune 500 Firms  
Have Joined LACP  
Competitions

Those in the Top 100 Include:

Walmart (1) · Exxon Mobil (2)  
Chevron (3) · GE (4)  
Bank of America (5)  
AT&T (7) · Ford Motor (8)  
JP Morgan Chase (9) · H-P (10)  
Citigroup (12) · Verizon (13)  
McKesson (14) · AIG (16)  
Cardinal Health (17)  
CVS (18) · Wells Fargo (19)  
IBM (20) · UnitedHealth (21)  
P&G (22) · Costco (25)  
ADM (27) · Boeing (28)  
The Home Depot (29)  
WellPoint (31) · Walgreen (32)  
J&J (33) · State Farm (34)  
United Tech. (37) · Dell (38)  
Pfizer (40) · Lowe's (42)  
Lockheed (44) · Pepsico (50)  
MetLife (51) · Safeway (52)  
Kraft (53) · Sysco (55)  
Disney (57) · Cisco (58)  
Comcast (59) · Northrop (61)  
Intel (62) · Aetna (63)  
Prudential (65) · Caterpillar (66)  
Sprint (67) · Allstate (68)  
Coca-Cola (72) · Humana (73)  
Honeywell (74) · Abbott (75)  
HCA (77) · Time Warner (82)  
Johnson (83) · Delta (84)  
Merck (85) · DuPont (86)  
Tyson Foods (87) · Amex (88)  
MassMut. (93) · Raytheon (95)  
Hartford (97) · Publix (99)

NEW FOR 2018

Free Express UPS  
Shipping for All Kits

ALSO NEW

Updated Certificates  
on Heavyweight Stock

Fall 2018

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2017/18 Vision Awards, the most popular competition for annual reports, sustainability reports, CSRs, online reports and related media.

From **Abbott** to **Zurich Financial**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, entries from upwards of two dozen countries competed in the Vision Awards last year alone.

**Here's your chance to earn recognition for your hard work in communications.**

The 2017/18 Vision Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2017/18 Vision Awards Competition is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The **Call for Entries ends 14 December 2018**. (18 January 2019 with extension fee.)  
So don't delay; be sure to submit your entry today!

Best of luck,

*Christine Kennedy*  
Christine Kennedy  
LACP Competition Director



# 2017/18 Vision Awards

## Annual Report Competition

# QUESTIONS AND ANSWERS

**Do I Have to be Based in the United States in Order to Enter?** Organizations based outside of the U.S. are welcome to apply. We regularly receive entries from **Australia, Austria, the Benelux, Bermuda, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Mexico, New Zealand, Norway, Saudi Arabia, South Africa, Sri Lanka, Switzerland, Turkey, and the U.K.**

**When Must I Have Created My Report?**  
It must be for the most recent fiscal year.

**How Should I Submit My Entry?** Entries can be submitted in both hard- and soft-copy formats. The preferred soft-copy format is PDF. Contact us if you need to use another entry medium. Cover letters are welcome but not required. [Only one annual report needs to be provided for judging.](#)

**Can I Upload My Entire Entry?** Yes! We can allot up to 2 gigabytes of online storage for receiving your reports, cover letters & other materials. Just send in your entry form, and we'll e-mail you a link. Or tell us via online chat at [www.lacp.com/support](http://www.lacp.com/support)

**How Does Judging Occur?** Award results are based on the judging of submissions within peer-level competition classes. They are determined according to company size, annual revenue, and other pertinent factors. Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score is then determined. Your Results Kit will provide full details on the judging methodology as well as feedback on your report.

**Should I Include a Cover Letter?** While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics.

**How Do Competition Classes Work?** All entrants are required to enter the General Competition—this is where the heart of judging takes place, primarily among organizations of similar size and means. If you believe your entry stands out in any of the other achievement categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion. "Special Achievement" categories include regional awards, as well.

**Are Late Entries Accepted?** Yes, through 18 January 2018. We may be able to make special arrangements for exceptional circumstances—contact us at [www.lacp.com/contactus](http://www.lacp.com/contactus)

**Do I Have to be an LACP Member to Enter?** No.

**LEGAL INFORMATION:** Fortune 500 is a registered trademark of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs. International entrants are responsible for all customs duties and taxes.

## How to Enter in Three Easy Steps

- 1) Package Your Annual Report.** Carefully package one (1) copy of the latest annual report for your company or client. Please avoid stapling or paper-clipping any material to the front cover of your publication since all entries will be scanned. Completed annual reports awaiting printing can be submitted on a CD in PDF format.
- 2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.
- 3) Mail Your Entry.** You're done! Entries must be shipped by deadline.

## Important Dates

14 December 2018:	Deadline to mail entries.
18 January 2019:	Deadline for entries with late fee.
18 February 2019:	Winners announced; kits shipped.

## INDUSTRY KEY—USE WHEN COMPLETING ENTRY FORM

Code	Industry Name	Sample Organizations — Previous Winners	Code	Industry Name	Sample Organizations — Previous Winners
01000	Aerospace & Defense	Boeing, Lockheed Martin, Raytheon	23000	Health Care — Equipment & Supplies	Baxter Int'l, Dade Behring
02000	Agribusiness	Bayer CropScience, Bunge, Agrium	24000	Health Care — Providers & Services	WellPoint, Vanderbilt Univ.
03000	Automobiles & Components	Fleetwood Enterprises, Volvo, Michelin	25000	Insurance	MetLife, RGA, Selective, Allstate, Mutual of Omaha
04000	Banks — Commercial	Bank of America, Wells Fargo, SunTrust	26000	Materials	Georgia-Pacific, Rock-Tenn, Vulcan, Gibraltar Steel
05000	Banks — Thrifts & Mortgage Fin.	Countrywide, Washington Mutual	27000	Media	Cox, E.W. Scripps, Scholastic, ESPN
06000	Biotechnology	Biogen Idec, Myogen	28000	Non-Profits	RAND, Nemours, Goodwill, KPMG Foundation
07000	Business/Construction/Engineering Services	Monster, Pitney Bowes, Accenture	29000	Pharmaceuticals	Johnson & Johnson, Merck, Pfizer, Abbott
08000	Chemicals	BASF, DuPont, Eastman Chemical	30000	Real Estate/REIT	BRE, Regency Centers, Gables, Home Prop.
09000	Conglomerates, Holding Co., Div. Invest.	GE, Textron, Walter Ind.	31000	Retailing — Food & Specialty	Office Depot, Lowe's, Tiffany, Publix
10000	Consumer Consum. — Food/Bever./Tobacco	Hormel, Coca-Cola, Altria	32000	Retailing — Internet/Catalog	800-FLOWERS, Sharper Image
11000	Consumer Consum. — Household/Personal	Mattel, Colgate-Palm., P&G	33000	Retailing — Multi-line Retail	Big Lots!, Federated Dept. Stores
12000	Consumer Durables — Household	Maytag, Stanley Works	34000	Technology — Computers & Peripherals	Dell, H-P, IBM, Maxtor
13000	Consumer Durables — Textile/Apparel/Luxury	Steve Madden	35000	Technology — Electronic Equip. & Instruments	XEROX, CDW, Agilent
14000	Consumer Services — Hotels/Restaurants/Leisure	Hilton Hotels	36000	Technology — Hardware & Equip.	Cisco, Motorola, QUALCOMM
15000	Consumer Services — Other	H&R Block, Mighty Ducks (NHL)	37000	Technology — I.T. Services	EDS, Iron Mountain, Perot Systems, Fiserv
16000	Educational	Kent State, National University, WestEd	38000	Technology — Semiconductors & Equipment	Intel, AMD, Broadcom
17000	Energy — Equipment & Services	FMC, Halliburton, Schlumberger	39000	Technology — Software	EarthLink, Yahoo!, Adobe, Symantec
18000	Energy — Oil, Gas & Consumable Fuels	BP, Anadarko, Peabody	40000	Telecommunications	Sprint Nextel, Verizon, U.S. Cellular
19000	Equipment, Machinery & Instruments	Caterpillar, Fluor, Hyundai H.I.	41000	Transportation & Logistics	American Airlines, Ryder, Yellow
20000	Financials — Capital Markets	Bear Stearns, Charles Schwab	42000	Utilities — Electric	Progress Energy, Exelon, Entergy
21000	Financials — Diversified Services	Citigroup, Principal Financial	43000	Utilities — Gas	AGL Resources, Peoples Energy
22000	Government — City/State/Nat'l	U.S. State Dept., FAA, U.S. Army	44000	Utilities — Multi/Water/Traders	Ameren, TXU, Constellation

**2017/18 Vision Awards Annual Report Competition Entry Form**

**INSTRUCTIONS:** Simply complete this entry form and submit it along with one annual report to be judged and, optionally, a one- or two-page cover letter summary. Materials should be sent to LACP at the above address by 14 December 2018 or uploaded at <http://www.lacp.com/upload>. Agencies are welcome to submit entries on their clients' behalf. Winners will be announced 18 February 2019 at [www.lacp.com](http://www.lacp.com) and via courier.

<b>1 Company Size</b>		<b>(AGENCIES: SIZE OF CLIENT ORGANIZATION)</b>													
<input type="checkbox"/> Up to 100 employees	<input type="checkbox"/> 100 - 1,000 employees	<input type="checkbox"/> 1,000 - 10,000 employees	<input type="checkbox"/> 10,000+ employees												
<b>2 Gross Revenue</b>		<b>(AGENCIES: REVENUE OF CLIENT ORGANIZATION)</b>													
<input type="checkbox"/> Up to \$10 million	<input type="checkbox"/> \$10 - \$100 million	<input type="checkbox"/> \$100 million - \$1 billion	<input type="checkbox"/> \$1 - \$10 billion												
<input type="checkbox"/> \$10+ billion															
<b>3 Major Industry/Industries</b>		<b>(SEE INDUSTRY KEY ON BOTTOM OF PAGE 2)</b>													
PRIMARY CODE: _____	ADDITIONAL CODE: _____	ADDITIONAL CODE: _____	ADDITIONAL CODE: _____												
<small>(Free; included with all participation levels)</small>		<small>(Optional, 250 extra)</small>													
<b>4 Report Type†</b> <input type="checkbox"/> Annual Report <input type="checkbox"/> Online / Digital Report <input type="checkbox"/> Integrated Report <input type="checkbox"/> Sustainability Report <input type="checkbox"/> CSR Report <input type="checkbox"/> Summary Report															
<b>"Premium" &amp; "Complete" Participants:</b> Premium/Premium Pro: Pick a second industry & report type. Complete: Pick a second report type.															
<b>5 Optional: Report Theme/Title/Tagline/Name:</b> _____															
<b>6 Participation Level — Choose One</b>		<b>Priced in \$/€</b>													
<input type="checkbox"/> <b>PREMIUM PRO: SPECIAL ACHIEVE. + TOP 100/50 + GENERAL + SHIPPED KIT + "COMPLETE" BENEFITS + "PREMIUM PRO" BENEFITS</b> ..		2,025													
<input type="checkbox"/> <b>PREMIUM: SPECIAL ACHIEVE. + TOP 100/50 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS + "PREMIUM" BENEFITS</b> ...		1,125													
<input type="checkbox"/> <b>COMPLETE*: SPECIAL ACHIEVEMENT + TOP 100/50 + GENERAL + SHIPPED RESULTS KIT + "COMPLETE" BENEFITS</b> .....		625													
<input type="checkbox"/> <b>BASIC: GENERAL + SHIPPED RESULTS KIT</b> .....		425													
<input type="checkbox"/> <b>ECONOMY: GENERAL</b> .....		325													
<b>SPECIAL ACHIEVEMENT AWARD CATEGORIES</b>															
<ul style="list-style-type: none"> <li>▪ Best Report Cover</li> <li>▪ Best Letter to Shareholders</li> <li>▪ Best Report Narrative</li> <li>▪ Best Report Financials</li> <li>▪ Most Improved Report</li> <li>▪ Most Creative Report</li> <li>▪ Most Engaging Report</li> <li>▪ Best In-House Report</li> <li>▪ Best Agency Report</li> </ul>															
<b>TOP 100/50 AWARD CATEGORY</b>		<b>GENERAL AWARD CATEGORY</b>													
<ul style="list-style-type: none"> <li>▪ Individual Ranking of Competition Entry</li> <li>▪ Includes Top 100 WW &amp; Top 50 Regionals</li> </ul>		<ul style="list-style-type: none"> <li>▪ Participation of Entry in Competition Class</li> <li>▪ Inclusion in Online Results (if applicable)</li> </ul>													
<b>SHIPPED RESULTS KIT</b>															
<ul style="list-style-type: none"> <li>▪ 28-Page Results Guide</li> <li>▪ Certificates for All Awards Won (if applicable)</li> </ul>															
<b>"COMPLETE" PARTICIPATION LEVEL BENEFITS</b>															
<ul style="list-style-type: none"> <li>▪ LACP Membership</li> <li>▪ Access to Latest Edition of PR Tools</li> <li>▪ Complimentary Additional Selection in <b>4</b></li> </ul>															
<b>"PREMIUM" AND "PREMIUM PRO" PARTICIPATION LEVEL BENEFITS</b>															
<ul style="list-style-type: none"> <li>▪ Pro: Presented in Anodized Aluminum Case</li> <li>▪ Crystal Statuette Redemption Certificate</li> <li>▪ Complimentary PDF Edition of Results Guide</li> <li>▪ Pro: Free Online Organizational Profile</li> <li>▪ Complimentary Additional Selection in <b>5</b></li> <li>▪ 100 Custom, Full-Color Reprints (Pro: 300)</li> </ul>															
<b>7 Annual Report Certification &amp; Narrative Evaluation Services</b>															
<input type="checkbox"/> Yes, please certify my annual report. Provide me with my grade assignment, score sheet, label roll & camera-ready artwork..... 1,095															
<input type="checkbox"/> Yes, please evaluate my annual report. We'll return your materials marked up with approx. 800 words of commentary plus summary.... 1,095															
<b>8 Organization &amp; Agency Information</b>															
Company: _____ Company Twitter Hashtag: _____ Company URL: <a href="http://">http://</a> _____															
Agency: _____ Agency URL: <a href="http://">http://</a> _____															
Contact Person: _____ Contact is with: <input type="checkbox"/> Company <input type="checkbox"/> Agency															
Contact Address: _____ City, State, ZIP: _____															
Phone: _____ FAX: _____ E-Mail: _____															
<b>9 Method of Payment (Visa/MasterCard/American Express/Discover Accepted. Invoice Terms: Net 15)</b>															
<input type="checkbox"/> Credit Card: <table border="1" style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> Exp: <table border="1" style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> Security Code: _____ Signature: _____															
<input type="checkbox"/> Check (enclosed, payable to LACP) <input type="checkbox"/> Bill me (Payment must be received prior to shipping of results. P.O., if necessary: _____)															
<b>10 Important Information</b>															

All entry fees are non-refundable. By submitting an entry, companies with a standing past due balance with LACP agree to have that balance cleared by either 1) charging the credit card number listed on the either a current or previous entry/order form or 2) having the charges added to the current invoice. LACP reserves the right to refuse Net 15 payment terms. All prices listed in \$/€. Wire transfer payments subject to a \$/€ 25 fee to cover bank charges. Entry benefits subject to change contingent on number of submissions received. \* Default if no other selection is made. † One selection is included, a second is free for Complete, Premium & Premium Pro entries. Additional selections are \$/€ 250 each. Individuals outside of the United States who submit a solitary entry for this competition may be charged in Euros (ca. €1=US\$1.10) to help offset high int'l shipping costs.

# 2017/18 Vision Awards

## Annual Report Competition

**Gain the recognition  
you've earned.**

Why this Vision Awards is the Best Yet.

**Crystal Statuettes Available  
with All Results Kits**

- Instant Recognition of Your Participation or Win

**Full-Blown Results Kits & Resources**

- 28+ Pages of Awards Coverage, Metrics, Judges' Feedback & Participant/Winner Certificates

**Online Winners' Gallery**

- The Most Extensive: Profiles on Each Winning Submission and Its Strengths in the Competition



- NEW:**
- Free UPS Shipping for All Results Kits
  - Updated Certificates on Heavyweight Stock
  - Crystal Statuettes Available with All Results Kits

**See inside for details.**

...and many more!

10-K Wraps

Sustainability Reports

Summary Annual Reports

Online Reports

CSR Reports

Annual Reports

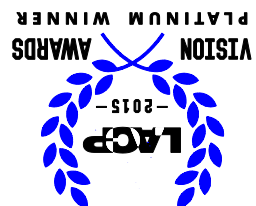
60+ entry categories:



**Enter the Industry's  
Largest Annual Report  
Competition!**

**ENTRY DEADLINE:**  
14 December 2018  
With Extension Fee: 18 January 2019

**2017/18  
Vision Awards  
Annual Report  
Competition**



**CALL FOR ENTRIES**

999 Vanderbilt Beach Road, Suite 200  
Naples, FL 34108

