

## 2017 Vision Awards™ Annual Report Competition

**Entry Deadline:**  
**18 May 2018**

With Extension Fee: 15 June 2018

"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

Spring 2018

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2017 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 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 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 12 May 2018**. (9 June 2018 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 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 9 June 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

- 18 May 2018: Deadline to mail entries.  
15 June 2018: Deadline for entries with late fee.  
16 July 2018: 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 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 18 May 2018 or uploaded at <http://www.lacp.com/upload>. Agencies are welcome to submit entries on their clients' behalf. Winners will be announced 16 July 2018 at [www.lacp.com](http://www.lacp.com) and via courier.

## 1 Company Size (AGENCIES: SIZE OF CLIENT ORGANIZATION)

☐ Up to 100 employees      ☐ 100 - 1,000 employees      ☐ 1,000 - 10,000 employees      ☐ 10,000+ employees

**2 Gross Revenue** (AGENCIES: REVENUE OF CLIENT ORGANIZATION)

☐ Up to \$10 million      ☐ \$10 - \$100 million      ☐ \$100 million - \$1 billion      ☐ \$1 - \$10 billion      ☐ \$10+ billion

**3 Major Industry/Industries** (SEE INDUSTRY KEY ON BOTTOM OF PAGE 2)

PRIMARY CODE: \_\_\_\_\_ (Free; included with all participation levels)

ADDITIONAL CODE: \_\_\_\_\_ (Free for Premium, \$/€ 295 for all others)

ADDITIONAL CODE: \_\_\_\_\_ (Optional, 295 extra)

ADDITIONAL CODE: \_\_\_\_\_ (Optional, 295 extra)

ADDITIONAL CODE: \_\_\_\_\_ (Optional, 295 extra)

4 **Report Type** ☐ Annual Report ☐ Online / Digital Report ☐ Integrated Report ☐ Sustainability Report ☐ CSR Report ☐ Summary Report  
**“Premium” & “Complete” Participants:** Premium/Premium Pro: Pick a second industry & report type. Complete: Pick a second report type.

**Report Type†** ☐ Annual Report ☐ Online / Digital Report ☐ Integrated Report ☐ Sustainability Report ☐ CSR Report ☐ Summary Report

5 Optional: Report Theme/Title/Tagline/Name: \_\_\_\_\_

## 6 Participation Level — Choose One Priced in \$/€

|   |       |
|---|-------|
| <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 PLUS: SPECIAL ACHIEVE. + TOP 100/50 + GENERAL + SHIPPED RESULTS KIT + “COMPLETE” BENEFITS + SPOTLIGHT ENTRY</b>  | 875   |
| <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   |

## SPECIAL ACHIEVEMENT AWARD CATEGORIES

- Best Report Cover
- Best Letter to Shareholders
- Best Report Narrative
- Best Report Financials
- Most Improved Report
- Most Creative Report
- Most Engaging Report
- Best In-House Report
- Best Agency Report

### TOP 100/50 AWARD CATEGORY

- Individual Ranking of Competition Entry
- Includes Top 100 WW & Top 50 Regionals

## GENERAL AWARD CATEGORY

- Participation of Entry in Competition Class
- Inclusion in Online Results (if applicable)

## SHIPPED RESULTS KIT

- 28-Page Results Guide
- Certificates for All Awards Won (if applicable)

## “COMPLETE” PARTICIPATION LEVEL BENEFITS

- LACP Membership
- Access to Latest Edition of PR Tools
- Complimentary Additional Selection in 4

## “PREMIUM” AND “PREMIUM PRO” PARTICIPATION LEVEL BENEFITS

- Pro: Presented in Anodized Aluminum Case
- Pro: Free Online Organizational Profile
- Crystal Statuette Redemption Certificate
- Complimentary Additional Selection in **S**
- Complimentary PDF Edition of Results Guide
- 100 Custom, Full-Color Reprints (Pro: 300)

## 7 Annual Report Certification & Narrative Evaluation Services

- |   |       |
|---|-------|
| <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 |

## 8 Organization & Agency Information

Company: \_\_\_\_\_ Company Twitter Hashtag: \_\_\_\_\_ Company URL: <http://>\_\_\_\_\_

Agency: \_\_\_\_\_ Agency URL: <http://>\_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact is with: ☐ Company ☐ Agency

Contact Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**9 Method of Payment** (Visa/MasterCard/American Express/Discover Accepted. Invoice Terms: Net 15)

☐ Credit Card: 

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

 Exp: 

|  |  |
|--|--|
|  |  |
|--|--|

|  |  |
|--|--|
|  |  |
|--|--|

 Security Code: 

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 Signature: \_\_\_\_\_

☐ Check (enclosed, payable to LACP)      ☐ Bill me (Payment must be received prior to shipping of results. P.O., if necessary: \_\_\_\_\_)

### 10 Important Information

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 selections 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 \$/€ 295 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 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:**  
12 May 2018  
With Extension Fee: 9 June 2018

**2017  
Vision Awards  
Annual Report  
Competition**

**CALL FOR ENTRIES**

999 Vanderbilt Beach Road, Suite 200  
Naples, FL 34108

