

HOW
INTERNATIONAL
DESIGN AWARDS



From posters to packaging to print advertising, HOW is looking for the top design from around the globe. Submit your best work and see how it stacks up against the best in the world.

Winning entries will be featured in the 2012 HOW Design Annual, showcased in our online competition gallery archive and displayed in the Gallery of Stars at HOW Design Live.

Plus, you could win free registration, airfare and hotel accommodations for the 2012 HOW Design Live conference – the biggest design event ever.

Categories

Annual Reports	Illustration/Photography	Packaging
Brochures	Invitations/Cards	Posters
Covers	Letterhead/Identity	Print Advertising
Editorial	Logos	Student Work
Environmental Graphics	Miscellaneous	3D Objects

**Early Bird Deadline:
August 15, 2011**





1. Send 2 well-protected samples. No slides or digital images please.
2. Type or print the Entry Form completely. This information will be reproduced in the magazine exactly as submitted if you are selected as a winner.
3. Credit all persons involved in the creation of the piece. HOW isn't responsible for incorrect, illegible or incomplete credit information.
4. Describe the objective and the results of your entry in 100 words or less and include the description with the Entry Form (optional but strongly suggested).
5. Securely attach a copy of the Entry Form to the back of each sample of your entry. Include 2 copies of the Payment Form with your payment.

Early Bird Deadline and Fees

Work must have been created between Sept. 2, 2010 and Sept.1, 2011. We do not accept videos, CD-ROMs, DVDs, websites or other interactive work, or digital images or slides of print work. All digital work is eligible in our Interactive Design Awards.

Single entry.....	\$65
(stationery systems are counted as single entries)	
Campaign/Series.....	\$90
(three or more pieces that function as a system)	
Student Single Entry.....	\$40
Student Campaign/Series.....	\$55
(three or more pieces that function as a system or series)	

All early bird entries must be postmarked no later than August 15, 2011.

Entries postmarked after August 15 require the regular entry fees which are an additional \$35 per entry (\$100, \$125, \$75 and \$90).

Entries postmarked after September 1, 2011 will not be accepted.

Payment Information

Make checks payable (in U.S. funds drawn on a U.S. bank) to F+W Media, Inc. Payment must accompany entries. Entries received without payment will be disqualified. Entry fees are non-refundable. One check may be used to cover multiple entries if all entries are submitted in the same package. Credit card charges will appear on your statement as "F+W Contest" within 90 days of the contest deadline.

Mail to: HOW International Design Awards • 4700 East Galbraith Road • Cincinnati, OH 45236 USA

Other Important Details

Winning entrants grant HOW the right to reproduce images of their work in the 2012 International Design Annual and to display the projects at HOW events. Some winning entries may also appear on HOW's website and in other digital and printed materials. HOW assumes all entries are original and are the works and property of the entrant, with all rights granted therein. HOW is not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes. HOW will notify winners by December 31, 2011 after judging is complete. No entries will be returned.

Privacy Promise

Occasionally, we make portions of our customer list available to other companies so they may contact you about products and services that may be of interest to you. If you prefer we withhold your name, simply send a note with your name, address and the competition name to:

List Manager • F+W Media, Inc. • 4700 East Galbraith Road • Cincinnati, OH 45236



INTERNATIONAL DESIGN AWARDS

ENTRY FORM

Securely attach a copy of the Entry Form to the back of each sample of your entry.

- SINGLE ENTRY STUDENT SINGLE ENTRY
 CAMPAIGN ENTRY STUDENT CAMPAIGN ENTRY

SUBMITTER'S NAME

SUBMITTING FIRM NAME

SUBMITTER'S PHONE OR E-MAIL

FIRM LOCATION (COMPLETE ADDRESS)

ENTRY CATEGORY

ENTRY TITLE

RELEASE DATE

DESIGN FIRM

WEBSITE OR E-MAIL (TO BE LISTED IN DESIGN ANNUAL)

ART DIRECTOR(S)

DESIGNER(S)

ILLUSTRATOR(S)

PHOTOGRAPHER(S)

COPYWRITER(S)

PRINTER(S)

CLIENT (COMPANY NAME)

IF I'M A WINNER, PLEASE MAKE MY CERTIFICATE OUT TO:

DESCRIPTION (WHAT IS IT?)

(Note: Only one complimentary certificate per winning entry. Winners may purchase additional certificates for \$5 each.)

INTERNATIONAL DESIGN AWARDS

PAYMENT FORM

Include 2 copies of the Payment Form with payment.

SUBMITTER'S NAME

SUBMITTING FIRM NAME

STREET ADDRESS

CITY, STATE, ZIP COUNTRY

PHONE

E-MAIL

EARLY BIRD ENTRY FEES

Single Entry — \$65 (stationery systems are counted as single entries)
Campaign/Series — \$90 (three or more pieces that function as a system)
Student Single Entry — \$35
Student Campaign — \$55 (three or more pieces that function as a system or series)

_____	SINGLE ENTRIES	X	\$65	=	_____
_____	CAMPAIGN/SERIES ENTRIES	X	\$90	=	_____
_____	STUDENT SINGLE ENTRIES	X	\$35	=	_____
_____	STUDENT CAMPAIGN ENTRIES	X	\$55	=	_____
			TOTAL =		_____

- CHECK VISA MC AMEX

(CHARGE WILL APPEAR ON YOUR STATEMENT AS "F+W CONTESTS" WITHIN 90 DAYS OF THE DEADLINE.)

CREDIT CARD NUMBER EXPIRATION DATE

SIGNATURE

MAIL TO

HOW International Design Awards
4700 East Galbraith Road, Cincinnati, OH 45236 USA

- Please contact me via e-mail with information on other
HOW, PRINT and I.D. competitions.

