



2020 ENTRY GUIDELINES

1. Each entry must be represented in its original format and must have been produced or implemented or run during the 2019 calendar year by a firm or individual located in Texas. If the entry was directed by a company, or a branch office of a company, and produced by another entity (agency, production firm, etc.), at least one of those must be located in Texas. It is acceptable for the work to have been for another geographic market as long as there was a Texas location involved in its direction or production.
2. Entries are submitted via our online entry system. Paper entries are not accepted. You will be prompted to create a login and password for the system, which will enable you to start an entry, but save it should you choose to complete it at a later date. All entries that are incomplete and not finalized by the entry deadline will be deleted from the system. Only final/completed entries that have been paid for will move onto judging.
3. Once you submit your entry, you will automatically be directed to the payment portal. Entry payments are only accepted via this portal.
4. The firm or individual submitting the entry must have been involved in the direction, development, production and/or implementation of the submitted entry.
5. If you completed the work *on behalf of* a client or company, you will need to enter that client or company name and an email contact.
6. Duplicating entries into more than one category is not acceptable. If you plan to enter the same entry in a separate category, you must make sure (1) the entry fits into the category appropriately and (2) the required information is edited to specifically speak to that category. Entries that are simply “cut and pasted” into more than one category risk being removed from consideration by the judges.
7. Each entry must be prepared according to these guidelines and digital requirements listed in the entry system. **An entry that fails to follow these guidelines and the digital requirements is subject to disqualification.**
8. The Judges and Crystal Awards judging team may move an entry to a different category and/or divide or merge categories, as it deems appropriate.
9. The decisions of the judging committee and the judges are final.
10. No entry fee will be refunded due to an entry’s disqualification, or after the entries are judged.

KEY DATES AND FEES FOR 2020

Entry Period:

Wednesday, February 5, 2020 – Wednesday April, 8, 2020

Entry Fees:**EARLY ENTRY PERIOD***

February 5 – March 30

AMA Members: \$89/entry

Non-members: \$129/entry

*To receive this pricing, entries must be completed on or before March 30 at 11:59 p.m. Entries in process, but completed after March 30 will be subject to the late entry period fee. Access to the online entry system is closed until February 5 at 12:00 a.m.

LATE ENTRY PERIOD

March 31 – April 8

AMA Members: \$129/entry

Non-members: \$179/entry

No entries accepted after April 8 at 11:59 a.m. Any entries in process, but not completed by April 8 at 11:59 p.m. will be deleted from the entry system.

Judging:

April 18, 2020

Crystal Award judges are selected by the AMA Executive Committee and Crystal Awards Host Committee. All judges are from outside the Houston area and make up the country's top marketing thought leaders, CMOs, business owners, other AMA Chapter leaders, marketing educators and authors. Judges' decisions are final.

Finalists Announced:

April 20, 2020

Awards Show:

Thursday, May 14, 2019

The Hobby Center for the Performing Arts

800 Bagby Street

Houston, Texas 77002

Cocktail Reception and Finalist Gallery Viewing:

6:00 p.m. – 7:00 p.m.

Seated dinner with entertainment, and awards presentation

7:00 p.m. – 9:00 p.m.

Individual tickets and tables for 10 go on sale in March.

Ticket and table sales close May 11. NO WALK INS.