

Each year marketers and business developers in Houston's built environment come together to celebrate and honor the most creative and effective marketing materials in the "built" industry. These awards recognize the companies that most successfully promote their services in the Houston region.

The **2025 SMPS Houston ACE Awards** competition will recognize marketing excellence and celebrate winners in 8 categories. All finalists will be showcased at the 2025 SMPS Houston ACE Awards Luncheon, on Thursday, October 2, 2025. The outstanding winner in each category will be recognized for their exemplary work* and one entry from all submissions will be awarded Best of Show. Finalists will receive notification by email prior to the event and will be encouraged to attend, as awards will be announced at the Luncheon.

*recognition in categories with two or less entries will be at the judges' discretion.

WHAT TO ENTER

Marketing materials completed and distributed to promote professional services and firms between **January 2024 and Present Date** may be submitted for the 2025 SMPS Houston ACE Awards.

- Materials may be submitted in any of the categories listed below; each piece may only be entered once, in one category. There is no limit to the number of entries/categories a company can enter.
- Work produced prior to January 2024 may not be submitted.
- Previous SMPS Houston ACE/Design Award winning entries may not be submitted unless there is a rebrand.
- Please note any specific submittal requirements in the individual categories below.
- Entries that fail to follow submittal requirements will be disqualified at the judges' discretion.
- Judges' decisions are final.

CATEGORIES (8 Total Categories)

❶ Firm Brochure

A publication describing your firm's overall capabilities, services, and areas of expertise.

SUBMISSION REQUIREMENTS:

1. PDF of printed brochure or link to digital version.
2. Event presentation image (see "Submission Details" below).

❷ Corporate Identity

A consistent visual identity applied across your firm's print and/or digital materials, including new branding or rebranding efforts.

SUBMISSION REQUIREMENTS:

1. Samples showing the identity across materials (e.g., logos, stationery, business cards, brochures, newsletters, promo items). For rebranding, include before-and-after examples. Include a link for digital components.
2. Event presentation image (see "Submission Details" below).

❸ Specific Project Marketing

Materials developed to help win a specific project. May include proposals, qualification packages, presentations, leave-behinds, etc. Materials may be print and/or digital. Proprietary info should be redacted.

SUBMISSION REQUIREMENTS:

1. PDFs of printed materials and/or link to digital items.
2. Event presentation image (see "Submission Details" below).

❹ Website

A firm or project-specific website or application (app) promoting your company or a particular initiative.

SUBMISSION REQUIREMENTS:

1. Provide a live link to website or app.
2. Event presentation image (see "Submission Details" below).

❺ Video/Audio Media

Marketing or recruiting materials using video, podcasts, animation, or audio.

SUBMISSION REQUIREMENTS:

1. Submit still images and transcripts (if applicable), and a link to the video/audio.
2. Event presentation image (see "Submission Details" below).

❻ Digital Campaign

Efforts using social media and/or email to engage external audiences.

Social Media: Campaigns that use platforms like LinkedIn, Facebook, Instagram, YouTube, etc., for brand awareness, thought leadership, or engagement.

Email/Newsletter: External email campaigns or newsletters sent for promotional or announcement purposes. (Note: Internal newsletters should be entered in the Internal Communications category.)

SUBMISSION REQUIREMENTS:

1. Links or PDF screenshots demonstrating campaign consistency and audience engagement.
2. Event presentation image (see "Submission Details" below).

❼ **Internal Communications** (Digital, Print, or Mixed)
Communications created specifically for an internal audience. Includes employee-facing materials such as newsletters, recognition programs, awards communications, or messaging tied to organizational changes like mergers, acquisitions, or new initiatives.

SUBMISSION REQUIREMENTS:

1. PDF of the materials. If digital, include a URL to view the original format.
2. Event presentation image (see "Submission Details" below).

❽ **Special Event Materials**
Materials created to promote a unique event such as an office opening, anniversary, holiday, or client appreciation. May include greeting cards, invitations, branded gifts, etc.

SUBMISSION REQUIREMENTS:

1. PDFs of printed materials and/or links to digital versions.
2. Event presentation image (see "Submission Details" below).

JUDGING CRITERIA

Entries are judged on the overall effectiveness of the design solution and the design brief, without regard to category. Judges will evaluate each entry based on the following criteria:

- **Aesthetic Appeal – 25 points** : Is the entry well designed, visually appealing and produced in a quality manner? Do the graphics and/or photography enhance the image of the firm? Did the entry grab the judges' attention and prompt him/her to review further?
- **Effective Communication – 25 points**: Does the piece successfully communicate the intended message?
- **Overall Design Solution – 35 points**: Is the entry innovative and original?
- **Results –15 points**: Did the entry achieve the objectives the firm set out in the planning process?

Only entries that receive a minimum of 75 points will be considered for an award. In addition to winning entries in each category, a 'Best of Show' award will be chosen, at the judges' discretion and based on the highest overall score.

Judge's Comments
Score sheets and the judge's comments will only be released after the gala and are by request only. If you would like to have a copy emailed to you, please contact *awards@smpshouston.org*.

SUBMISSION DETAILS

All entries for the 2025 competition must be submitted digitally via the following instructions:

- Go to **https://www.judgify.me/SMPSHouston2025ACEAwards** to complete the online submission.
- Complete all required fields including the **Entry Description** (300 words max) which should clearly state:
  1. **Goals:** Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? How do you intend to measure your results against the goals?
  2. **Target Audience:** Who was the audience for this piece or program? How many pieces were mailed? Characterize the composition, size, and location of your target audience.
  3. **Results:** Did your results achieve your marketing goals and how?
- Upload all requested material for each category you enter as outlined by the **Submission Requirements**. Only one pdf per entry can be uploaded, however it can be multiple pages.
- Upload graphic/image for **Event Presentation Image**:
  - Image specifications: 13.33"(w) x 7.5"(h), with a 1" white header across the top, high-resolution, 300 dpi, jpg or pdf. See diagram →.
  - Please include your company logo on the image. It may be placed anywhere EXCEPT within the 1" header
  - The image can include multiple images and/or brief descriptions and/or captions.
  - The presentation will be on display at the event only. It will NOT be visible by the judges.



FEES AND SUBMISSION DATES

Entries must include payment and meet all requirements to be eligible. Submissions after 11:59 p.m. on August 30, 2025, will be disqualified. No late entries accepted.

Member Rate: $150 per submission		**Non-Member Rate: $200 per submission**	
# of Entries	**Discount**	**# of Entries**	**Discount**
1 entry	None	**1 entry**	None
2 entries	$25 (Flat Rate Discount)	**2 entries**	$25 (Flat Rate Discount)
3 entries	$75 (Flat Rate Discount)	**3 entries**	$75 (Flat Rate Discount)
4 or more entries	20% of total	**4 or more entries**	15% of total

PERMISSION TO REPRODUCE WORK: *By submitting work to this competition, the entrant grants SMPS Houston the right to use accepted work for reproduction in competitions-related publications; on its website; in the ensuing exhibition of the competitions' selections; and for educational and SMPS-related noncommercial promotional purposes.*

For any questions, please contact: ***awards@smpshouston.org***