

Final Call,  
June 9, 2009



Publicly Held Corporations \* Privately Owned Companies \* Government Agencies \* Not-for-Profit Organizations \* Associations

Global Awards XXIII Honoring  
Excellence in Annual Reports

# The 2009 MerComm Annual Report Competition

Dear Colleague:

Join us as we honor the year's most outstanding annual reports!

For 23 years, the MerComm **Annual Report Competition** — the **ARC Awards** — is the most anticipated event of the year. The Awards are globally recognized, providing a platform for the highest standards in the annual report industry.

As the world's premier annual report competition, we pledge to you:

**Openness.** Nominators have the right to see their scores and comments from the judges. The top 25 percent win an ARC Award. It's that simple and straightforward. Accountability, ethical standards, and transparency are the hallmarks of the competition which have earned the annual report industry's trust.

**Independence.** The ARC Awards is the only annual report competition in the world not tied to a magazine or trade association. The ARC Awards accept no advertising or sponsorships. As such, the judges are free from conflicts of interest. They can honestly evaluate your annual report without untoward pressure from any party who could hold vested interest in or otherwise influence the results. The judging process is designed to guarantee integrity and impartiality.

**Fairness.** Entrants from large and small agencies, companies and nonprofit groups have an equal chance at winning. Budgets are disregarded — ensuring balance. Awards are given for overall performance — in other words, how well the annual report tells the company's story this year.

Winning a prestigious ARC Award provides further proof that your creativity, hard work and talent adds extra value to how an annual report is perceived.

Enter your annual reports — and join the most important annual report competition in the world. The nomination deadline is May 5, 2009.

Wishing you an incredible success!



Reni Witt  
President  
MerComm, Inc.

**There's still time!  
Deadline Extended  
June 9, 2009**

P.S. The Museum für Kunst und Gewerbe (Museum of Art and Commerce) in Hamburg, Germany, houses a permanent collection of ARC Award-winning annual reports. This international exhibition is a testimony to the global stature of the ARC Awards and serves as a showcase for the art of the annual report. This year's compelling theme was "Good Times. Bad Times." The exhibition drew thousands of visitors from September 26 to October 19, 2008.



Proudly accepting the Platinum Achievement Award — for the greatest number of wins on behalf of their clients — is Felizitas Peters, HGB HAMBURGER GESCHÄFTSBERICHTE (GERMANY).



Winning numerous awards, are Rafael Monroy and Ignacio Narro 33 VISUAL (MEXICO) accepting from the vivacious Master of Ceremonies Tracy Byrnes FOX BUSINESS NEWS.



The LIFETIME ACHIEVEMENT Award was proudly presented to Scott Greenberg, President and COO, Curran & Connors, Hauppauge, New York, by Reni Witt ARC Host. He retired from Curran & Connors after 22 years and was instrumental in growing the company from a single design studio to the largest designer of annual reports in the United States. Since the ARC Awards inaugural competition 22 years ago, he has won every year, including numerous Grand Awards and eleven PLATINUM ACHIEVEMENT AWARDS.

# 2008 ATTENDEES



The proud team from GTAA GREATER TORONTO AIRPORT AUTHORITY who captured the 2008 ARC BEST OF SHOW.



The triumphant team from VSA PARTNERS accepting the Titanium Achievement Award for the greatest percentage of wins on behalf of their clients.



An exciting evening for double Gold Award winners from Pilar Muñoz X\_Design (MEXICO).



The honorable winners from SRI LANKA: Hennyake Bandara NATIONAL SAVINGS BANK, Dr. Gamini Wickremasinghe BANK OF CEYLON, Upail Gunatathe NATIONAL SAVINGS BANK, and Vigith Kannangara SMART MEDIA.

# CONGRATULATIONS 2008 WINNERS

"We are very happy for the honor of having been awarded the silver prize. Thank you also for the review of our scores. The feedback helped us find out more about our performance."

**BEIERSDORF AG**  
Hamburg, GERMANY

"We're so glad to have won a Gold this year and the award is proudly displayed in our office."

**CME GROUP**  
Chicago, Illinois USA

"We would like to thank the judges and everyone at MerComm who worked so hard to make the ARC Awards a success."

**CRE8 SINGAPORE PTE LTD**  
SINGAPORE

"We are excited that so many of our clients were honored with such an important award."

**CURRAN & CONNORS, INC**  
Hauppauge, New York USA

"We deeply appreciated the awards given to us this year. All of us enjoyed the Gala Ceremony very much."

**DAIWA HOUSE INDUSTRY CO., LTD**  
Osaka, JAPAN

"It has been our privilege to take part in the prestigious ARC Awards competition."

**DESIGNCOMPANY CO., LTD**  
Seoul, KOREA

"Thank you for the scores that will help our improvement in the future."

**EMBRY HOLDINGS LIMITED**  
Hong Kong PRC

"Many thanks for MerComm's impeccable organization and for the award."

**EUROCLEAR BANK SA/NV**  
Brussels, BELGIUM

"The Grand Award plaque looks great in our reception area."

**EX • ACT CORPORATION**  
Tokyo, JAPAN

"We are very proud to be honored with two awards-Gold and Honors-in this year's competition."

**FLUGHAFEN HAMBURG GmbH**  
Hamburg, GERMANY

"We were so happy to receive an ARC Honors Award for our annual report."

**HEINEKEN**  
Amsterdam, NETHERLANDS

"We are thrilled to receive so many awards!"

**HGB HAMBURGER GESCHÄFTSBERICHTE**  
Hamburg, GERMANY

"Many thanks for the good news - the Gold and Bronze Awards!! We are really happy and proud."

**MARQUARD & BAHLS AG**  
Hamburg, GERMANY

"We are thankful to receive notification that our client won the Honors Award."

**PORDA FINANCE**  
Lanchai, HONG KONG

"We really enjoyed the ARC Awards Gala Ceremony."

**RTL GROUP**  
LUXEMBOURG

"We are thrilled that our client won a Gold Award."

**SAVAGE BRANDING & CORPORATE DESIGN**  
Houston, Texas USA

"Our clients are very excited about the results of the ARC Awards."

**SNP VITE LIMITED**  
Kowloon, HONG KONG

"The ARC Awards Gala was great and a tremendous success. Thanks for a terrific evening."

**STAN GELLMAN GRAPHIC DESIGN**  
St. Louis, Missouri USA

"Our client is very happy that their annual report won a Gold ARC Award."

**STUDIO KERNAL D.O.O.**  
Koper, SLOVENIA

"We're absolutely delighted to be notified of the Gold Award we have won. We are keen to publicize this fantastic win!"

**SYNGENTA INTERNATIONAL AG**  
Basel, SWITZERLAND

"Thank you very much for the Gold Award."

**TENARIS S.A.**  
LUXEMBOURG

"Both our client and we ourselves are very happy to have won a Gold Award for our annual report. Thank you! Thank you!"

**THEDESIGNGALLERY**  
SINGAPORE

"Thank you so much for the wonderful news. We were delighted to receive the Honors Award. Thank you also for the feedback on our report, all in the spirit of improving next year."

**VITRO, S.A. B De C.V.**  
Garza Garcia, MEXICO

"The Gala Awards event was great and we were very happy as always! Thank you for everything."

**X DESIGN**  
Mexico City, MEXICO

"We are so happy about our first Grand Award. Thank you very much."

**XEO GmbH**  
Düsseldorf, GERMANY

"Thank you for the Gold Award presented to us and our client at the Awards Banquet. It was great to see so many people from the same industry gathered together from around the world. The ARC Awards provides a global forum to compete in a friendly way and to improve the quality of the annual report. We are honored!!"

**XPRESS PRINT CO. LTD.**  
Ho Chi Minh City, VIETNAM

"What good news to us about winning. Thanks!"

**YELLOW CREATIVE (HK) LIMITED**  
Central, HONG KONG

# 2008 BEST OF CATEGORIES WINNERS



<b>Best Of Show</b>	<b>SD Corporate Communications &amp; Soapbox Design</b> for GTAA TORONTO PEARSON INTERNATIONAL AIRPORT (Canada)	<b>Annual Reports With 10-K Special Treatment</b>	<b>Framework: CR</b> for EMCOR GROUP, INC.
<b>Titanium Achievement</b>	<b>VSA Partners, Inc.</b> The Greatest Percentage (64%) of Wins on Behalf of their Clients	<b>Non-English Annual Reports</b>	<b>XEO GmbH</b> for EVONIK INDUSTRIES (Germany)
<b>Platinum Achievement</b>	<b>HGB Hamburger Geschäftsberichte</b> The Greatest Number of Wins - 33 Awards - on behalf of their Clients	<b>Non-Profit Organizations U.S.A.</b>	<b>SamataMason</b> for THE ATLANTIC PHILANTHROPIES
<b>Cover Design Artistic/Creative</b>	<b>Paragraphs Design</b> for DIAMOND MANAGEMENT & TECHNOLOGY CONSULTANTS	<b>Non-Profit Organizations International</b>	<b>Yello</b> for CAMP QUALITY (Australia)
<b>Cover Design Portrait</b>	<b>Mensalia/Rosebud Inc.</b> for WIEN ENERGIE GMBH (Austria)	<b>Non-Traditional Annual Reports U.S.A.</b>	<b>Savage Branding &amp; Corporate Design</b> for CONSOLIDATED GRAPHICS
<b>Cover Design Various</b>	<b>Mensalia/Büro X Wien</b> for WIENERBERGER AG (Austria)	<b>Non-Traditional Annual Reports International</b>	<b>HGB Hamburger Geschäftsberichte</b> for MPC CAPITAL AG (Germany)
<b>Chairman's Letter</b>	<b>VSA Partners, Inc.</b> for GE	<b>On-Line Annual Reports</b>	<b>VSA Partners, Inc.</b> for UNITED SERVICES AUTOMOBILE ASSOCIATION
<b>President's Letter Non-Profit Organizations</b>	<b>United States Postal Service</b>	<b>Printing &amp; Production</b>	<b>S/O Project</b> for SK TELECOM (South Korea)
<b>Interior Design U.S.A.</b>	<b>Paragraphs Design</b> for ADVANTA CORPORATION	<b>Social And Public Responsibility Reports</b>	<b>Paprika</b> for CASCADES INC. (Canada)
<b>Interior Design Traditional - International</b>	<b>X_Design</b> for WAL-MART DE MÉXICO (Mexico)	<b>Summary Annual Reviews</b>	<b>California Water Service Group</b>
<b>Interior Design Non-Traditional - International</b>	<b>Greater Toronto Airports Authority</b> (Canada)	<b>Overall Presentation Traditional Format</b>	<b>BCN Communications</b> for GENERAL MOTORS CORPORATION
<b>Interior Design Special Production Techniques</b>	<b>3st Kommunikation</b> for VOLKSWAGEN AG (Germany)	<b>Overall Presentation Creative Approach</b>	<b>Addison</b> for NEENAH PAPER, INC.
<b>Written Text U.S.A.</b>	<b>New Jersey Resources</b>	<b>Best of Austria</b>	<b>Mensalia/Büro X Wien</b> for TELEKOM AUSTRIA GROUP
<b>Written Text International</b>	<b>Greater Toronto Airports Authority</b>	<b>Best of Canada</b>	<b>Nolin Branding &amp; Design</b> for BORALEX
<b>Interior Photography U.S.A.</b>	<b>New Jersey Resources</b>	<b>Best of Germany</b>	<b>3st Kommunikation</b> for KUKA AG
<b>Interior Photography International</b>	<b>S/O Project</b> for SK TELECOM (South Korea)	<b>Best of Hong Kong</b>	<b>Yellow Creative (HK) Limited</b> for MTR CORPORATION LIMITED
<b>Illustrations</b>	<b>Marquard &amp; Bahls AG</b> (Germany)	<b>Best of Korea</b>	<b>S/O Project</b> for SK TELECOM
<b>Financial Data</b>	<b>Mensalia/Büro X Wien</b> for WIENERBERGER AG (Austria)	<b>Best of Mexico</b>	<b>X_Design</b> for WAL-MART DE MÉXICO
<b>Off-Calendar Accounting &amp; Late Published A.R.s</b>	<b>Cheil Worldwide</b> for SAMSUNG (South Korea)	<b>Best of International Western Hemisphere</b>	<b>Addison Corporate Marketing</b> for WPP PLC (United Kingdom)
<b>Annual Reports With 10-K Traditional</b>	<b>Curran &amp; Connors, Inc.</b> for SAFEWAY, INC.	<b>Best of International Eastern Hemisphere</b>	<b>EX-ACT Corporation</b> for JAFCO CO., LTD. (Japan)
		<b>Judges' Choice Award</b>	<b>Kirchhoff Consult AG</b> for SYMRISE AG (Germany)

# JUDGING PROCEDURES



## Criteria for Judging

The ARC Awards Competition is unique in that each annual report is judged against itself, based on its success in communicating its company's story. Judging is based not on corporate profitability or expensive production but on the values of creativity, clarity, effectiveness and excellence as symbolized by the ARC Awards.

Some of the elements to be considered in the judging of the annual reports include: cover design, chairman's letter, interior design, clarity of written text, photography, presentation of corporate information, expression of financial data, and how well the spirit of the organization is communicated.

## Judging Process

The ARC Awards are conducted as a "blind" judging. (Nominating agency names are withheld from the judges.)

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze and Honors Award will be given in each classification; however, if no entry scores high enough, no award will be given.

## The Judges

Judges come from around the globe to participate on the ARC jury panels. Preliminary judging is carried out independently by panels of judges representing leaders in the fields of investor relations, writing, design and photography. Final judging is made by presidents, CEOs and other senior executives of corporations, agencies, and design firms.

## The Winners

Annual reports scoring in the top 25 percent will be awarded Honors, Bronze, Silver and Gold certificates of outstanding achievement. All Gold Award winners become candidates for the Best of Category - Grand Awards. An ARC Award plaque will be presented to each of the Grand Award winners. The Best of Show trophy will be presented to the one top annual report that best exemplifies the spirit of the ARC Awards.

## Awards Ceremony

The ARC Awards will be presented during a Gala Champagne Cocktail Reception and Banquet set for Thursday evening, September 17th in New York City. All winning annual reports will be on display. All winners will be called to the stage to receive their awards.

## Judges

The distinguished panel of judges recognizes the art of communications in a global economy and the science of new technologies that enable the worldwide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

33 Visual - MEXICO  
Abbott Laboratories  
Accenture  
Addison  
Addison Corporate Marketing  
- UNITED KINGDOM  
AHA Puttner Red Cell - AUSTRIA  
AIR Health  
Alliance Mobile Health  
AND Partners  
Arnold Saks Associates, Inc.  
Banco Popular North America  
Bank of China - HONG KONG  
BCI  
BCN Communications  
Beau Gardner Associates Inc.  
Bertz Design Group  
Biosector 2  
Booz Allen Hamilton  
Bryan Zises Communications  
Burgess Strategic Marketing Services  
Carlow University  
CHC Enterprises  
Claire Mangers Associates  
Clear Media Limited - HONG KONG  
CME Group  
Colle & McVoy  
Continuum Health Communications  
Creative Fire - CANADA  
Critt Graham + Associates  
Curran & Connors, Inc.  
Curtis Group  
Daniel Kennedy Communications Services  
Deborah Payne Design, Inc.  
Decker Design  
Dix & Eaton, Inc.  
Donahue Communications Inc.  
Edelman  
Eisenman Associates  
Family Health International  
Federal Reserve Bank of Chicago  
Flughafen Wien AG - AUSTRIA  
Gabbe Group  
Greg Kinch Photography  
HGB Hamburger Geschäftsberichte GmbH  
- GERMANY  
Hirschhorn Central Communications  
Honey Communications - KOREA  
Horizon Film & Video  
iboutique - HONG KONG  
IIT Institute of Design  
Illinois Housing Development Authority  
Inca Film & Communications - KOREA  
INC Design  
Inergy Group  
Insight Creative - NEW ZEALAND  
Jim Barber Studio  
John Giammatteo Photographs  
John Madere Photography  
KRS Consulting  
Lambs Farm  
Lime Advertising - CANADA  
Lockheed Martin Corporation  
M&M - HONG KONG  
MacDonald Design - CANADA  
Maloney & Fox  
Mark Joseph Photography, Inc.  
Marsteller  
McMurry  
Mensalia GmbH - AUSTRIA  
Meta-4 Design Inc.  
METAL  
Mike Klodnicki & Associates  
Mueller & Wister, Inc.  
MWW Group  
Nolin Branding & Design, Inc. - CANADA  
Northeastern University  
Nu Skin Enterprises  
NYSEG  
O'Connor & Partners, Inc.  
Origin Design  
Ove Design + Communications Ltd. - CANADA  
Paragraphs Design  
Perlgut Group  
Pitt Magazine  
Porter Novelli  
Q&E Advertising - SRI LANKA  
Ravelle Brickman Public Relations  
Red Lizard Creative  
Robert Wood Johnson Foundation  
Rutgers University  
Savage Branding & Corporate Design  
Sedgwick Richardson - HONG KONG  
Sedgwick Richardson - SINGAPORE  
see see eye  
Shoemake Photography Inc.  
Signi Design - MEXICO  
Skaggs Advertising & Design  
Smart Media - SRI LANKA  
SNP Vite Limited - HONG KONG  
Soapbox Design Communications - CANADA  
Southern Company  
SRP  
Stanford Financial Group  
Stan Gellman Graphic Design Inc.  
Strategic Alliance International  
Studio 210  
Taylor & Ives  
Ted Horowitz Photography  
The Charles Schwab Corp.  
The Design Associates Ltd. - HONG KONG  
The Federal Reserve Bank of Chicago  
The Graphic Expression, Inc.  
Thiel Design  
Tierney Communications  
Time, Inc. Content Solutions  
Twice Graphics - HONG KONG  
University of Pittsburgh  
VSA Partners  
Weber Shandwick  
William Blair & Company  
World Gold Council  
Yellow Creative (HK) Limited - HONG KONG

# ENTRY INFORMATION



## Who

The competition is open to all organizations and individuals involved in the process of producing annual reports for publicly held or privately owned companies, government agencies, associations, and not-for-profit organizations. Entries may be submitted by individuals, agencies, corporate departments, organizations or suppliers.

## What

The following must be included in order to process your entry:

- Completed entry form
- 3 copies of each annual report submitted for each category/classification (example: your annual report enters three categories — send 9 copies)
- Entry fee

Note: Online annual reports must state URL.

All entries must be based on the 2008 calendar year or any part of the fiscal year that includes 2008.

**Deadline Extended  
June 9, 2009**

## When

All entries postmarked by ~~May 5, 2009~~ will be considered by the ARC Awards distinguished panel of judges and advisors. Written notification will be sent to the nominator upon receipt of the entry(ies).

## Where

Send fee, entry form and submission to MerComm, Inc., 500 Executive Boulevard, Ossining-on-Hudson, NY 10562. Make checks payable in U.S. dollars to MerComm/ARC. Credit card payment is also accepted via phone 1-914-923-9400. Contact our office for details concerning bank transfers.

## Why

The ARC Awards stands for “Annual Report Competition.” Beyond the acronym, “arcs” represent the longitudinal and latitudinal lines circling the earth, symbolizing the global reach of this international competition.

## CATEGORY CLARIFICATIONS – OVERALL PRESENTATION

Please select only ONE “Overall Presentation” category for your annual report. You may select as MANY “Special Categories” as you would feel advantageous to your company or client.

**Traditional Annual Report:** Vertical format, standard paper size, and perfect bound, with full financials which have been typeset, including charts and graphs.

**Non-Traditional A.R.:** Anything else! Horizontal format, oversize, digest size, spiral bound, saddle-stitched, two parts, hardcover; designed as a calendar, comic book, game board, magazine, tabloid, deck of playing cards; written as a novel, in poetry, as a play, as parody, and any other creative, novel or imaginative approach.

**A.R. with Form 10-K:** Traditional or Non-traditional book wherein the financials are simply a reprinting of the company’s SEC filings. The words “Form 10-K” appear on the 1st page of the financials which are usually printed on inexpensive paper, no special typesetting, graphs or charts. May be perfect bound within the annual report or as a separate document inserted in a pocket folder, or otherwise attached.

**Social and Public Responsibility Report:** A separate publication demonstrating the corporation’s commitment to the environment, the community, and social issues. It is not an annual report, even though the annual report may have a section devoted to corporate responsibility.

**Summary Annual Report:** A traditional or non-traditional book without full financial reporting, usually with just a few pages of financial highlights.

**Off-Calendar and Late Published A.R.s:** 2007 books are accepted for companies and non-profit organizations that report off-calendar or publish late. The 2007 annual report must be the current one available. (You may not submit both a 2007 book and a 2008 book!)

**Non-English A.R.:** May be any of the above, but completely written in the native language, with no English translation either in the annual report or separately provided.

## Award Notification

Winners will be notified the week of July 27, 2009. The Grand winners will be announced the evening of the Awards Dinner, September 17, 2009.

## Important – Award Certificates

Should your entry win an award, your certificate will be personalized in the following format:

Nominating Company  
Client Company  
“Title of Annual Report”  
Category

If you would prefer any variation to the official format, you must let us know in writing on the entry form.

## ARC 2009 Calendar **Deadline Extended – June 9, 2009**

May 5th	Deadline for Entries, Fees and Forms
July 27th	Winners Notified, Banquet Reservations Accepted
September 17th	Awards Presentation Banquet – NYC

# CLASSIFICATIONS

## CORPORATIONS

- 001 Advertising Agencies
- 002 Aerospace & Defense
- 003 Agriculture/Agri-Business
- 004 Airlines
- 005 Airport Management (Corporation)
- 006 Aluminum
- 007 Apparel & Accessories
- 008 Appliances
- 009 Automobile & Trucks
- 010 Automotive Parts

### Bank Holding Co.

- 011 Eastern Hemisphere
- 012 Western Hemisphere

### Banking and Financial Services

- 013 Eastern Hemisphere
- 014 Western Hemisphere

### Banks

- 015 International Public
- 016 National Commercial
- 017 Regional Commercial
- 018 Local
- 019 Online
- 020 Savings & Loan
- 021 Beverages – USA
- 022 Beverages – Other Countries
- 023 Bio-Pharmaceuticals
- 024 Biotechnology
- 025 Broadcasting & Cable
- 026 Building Materials and Supplies
- 027 Business & Employment Services
- 028 Cancer & Disease Therapeutics
- 029 Capital Goods
- 030 Cement & Aggregates
- 031 Chemicals
- 032 Clearing Services
- 033 Clothing & Accessories
- 034 Coal Production
- 035 Collective of Companies
- 036 Communications Services

### Computers

- 037 Equipment & Peripherals
- 038 Software
- 039 Conglomerate
- 040 Constructions & Building

### Construction/Engineering

- 041 Eastern Hemisphere
- 042 Western Hemisphere
- 043 Consmr. Electronics Manufacturer
- 044 Consumer Packaged Goods
- 045 Container Shipping
- 046 Consulting Services
- 047 Currency & Paper Printing
- 048 Distribution Services
- 049 Diversified Business
- 050 Document Technology & Solutions
- 051 Education Services
- 052 Electric & Gas Services
- 053 Electronics
- 054 Electronics & Components

### Electric Companies & Systems

- 055 U.S.A.
- 056 Other Countries
- 057 Electricity Generator and Retailer

### Energy

- 058 Alternative
- 059 U.S.A.
- 060 Other Countries
- 061 Engineered Industrial Products
- 062 Entertainment
- 063 Fashion Manufacturer

### Financial Services

- 064 Brokerage & Commodity
- 065 Consumer & Specialty
- 066 Futures & Options Exchange
- 067 General – USA
- 068 General – Other Countries
- 069 Institutional Fund Mgt.
- 070 Leasing
- 071 Self-Regulatory Organization
- 072 Venture Capital Investment

- 073 Food & Cons. Packaged Goods
- 074 Food Dists. Proc. & Wholesalers
- 075 Food Industry
- 076 Forest Products
- 077 Furniture Manufacturing
- 078 Gaming
- 079 Gas Dist., Transp. & Transm.
- 080 Global Consumer Products
- 081 Global Energy Company
- 082 Graphic Design
- 083 Grocery – Retail
- 084 Health & Beauty Aids
- 085 Health & Life Sciences
- 086 Health and Well-Being Products
- 087 Healthcare Industry Services
- 088 Healthcare Technology
- 089 Heavy Machinery
- 090 Holding Companies
- 091 Home Construction
- 092 Hotel & Casino
- 093 Hotels & Leisure
- 094 Household Products
- 095 Housing Related Prods/Svcs.
- 096 Industrial Gas Supplier
- 097 Industry Report
- 098 Information Services
- 099 Information Technology
- 100 Infrastructure Company

### Insurance

- 101 Financial Services
- 102 General
- 103 Life & Health
- 104 Property & Casualty
- 105 Reinsurance
- 106 Internet Service Provider
- 107 Investment/Power & Business
- 108 IT Services & Solutions
- 109 Logistics Enterprises
- 110 Luxury Goods
- 111 Machine Vision Systems
- 112 Mail & Document Management

### Manufacturer

- 113 Construction Materials
- 114 Equipment & Supplies
- 115 Manufacturing & Distributing
- 116 Marine Ship Building & Repairs
- 117 Materials for Electronics
- 118 Media Company
- 119 Medical Equipment/Technology
- 120 Metals-Specialty
- 121 Mining: Ferrous & Nonferrous
- 122 Minting/Coin Production

### Multi & General Industry

- 123 Consumer
- 124 Manufacturing
- 125 Multi-Industry - Products & Svcs.
- 126 Municipal Services
- 127 Municipal Services Provider
- 128 Oil & Gas Production Services
- 129 Outsource Supplier/Management
- 130 Packaging
- 131 Paper Manuf. & Related Products
- 132 Pharmaceuticals – General
- 133 Pharmaceuticals – Specialty
- 134 Photo Finishing
- 135 Portfolio Manager
- 136 Printing & Publishing
- 137 Property
- 138 Publishing Companies
- 139 Railroads

### Real Estate Investment Trust (REIT)

- 140 Commercial/Industrial
- 141 Residential Properties
- 142 Retail/Shopping Centers
- 143 Various & Multi-Use

### Real Estate Development/SVC

- 144 Commercial/Industrial
- 145 Global/Commercial
- 146 Residential Properties
- 147 Retail/Shopping Centers
- 148 Various & Multi-Use

### Restaurants

### Retail

- 150 Convenience & Dept. Stores
- 151 Fashion
- 152 International
- 153 Specialty Stores
- 154 Residential Business
- 155 Sanitary Fittings Manuf. & Supplier
- 156 Semiconductor Technology
- 157 Service Provision
- 158 Shipping Services
- 159 Sound Transmission Systems
- 160 Specialty Chemical
- 161 Sports Equipment & Goods
- 162 Sustainability Report
- 163 Technologies/Engineering
- 164 Technology Consulting
- 165 Tech. for Adv. Digital Devices

### Telecommunications

- 166 Eastern Hemisphere
- 167 Western Hemisphere

- 168 Telecommunications Equipment
- 169 Tobacco, Food & Beverage
- 170 Tourism
- 171 Transportation & Trans. Leasing
- 172 Water Supply Cos. (Corporation)
- 173 Water Treatment
- 174 Wholesale Distributor
- 175 Wireless, Service Provider
- 176 Other/Misc. Corporations (Please specify industry on entry form)

## NON-PROFIT ORGANIZATIONS

- 177 Airport Management (Non-profit)
- 178 Art Administration
- 179 Associations
- 180 Blood Products & Services
- 181 Business District Organization
- 182 Cancer Care
- 183 Chamber of Commerce
- 184 Children's Charity
- 185 Children's Hospital
- 186 Community Service
- 187 Educational Facility/Services
- 188 Education – Teachers
- 189 Entrepreneurial Services
- 190 Environmental Coalition
- 191 Financial Services (Non-Profit)
- 192 Foundation
- 193 Government Agencies & Offices
- 194 Health & Education
- 195 Health & Human Services
- 196 Hospital
- 197 Housing (Non-Profit/Gov't)
- 198 Humanitarian & Relief Org.
- 199 Immigration Services
- 200 Land Preservation
- 201 Legal Aid & Public Defender
- 202 Medical Center
- 203 Medical School
- 204 Museum
- 205 Pension Fund
- 206 Performing Arts
- 207 Police
- 208 Power Authority
- 209 Power Supplier
- 210 Public Land Developer
- 211 Racing Club
- 212 Rehabilitation Institute
- 213 Research Institute
- 214 Science & Technology (Non-Profit)
- 215 Social Service Organizations
- 216 University
- 217 Water Supply Company (Non-Profit)
- 218 Woman's Organization
- 219 Other/Misc. Nonprofit Org. (Please specify type of organization on entry form)

# The 23rd Annual ARC Awards

THE INTERNATIONAL SYMBOL FOR EXCELLENCE IN ANNUAL REPORTS

~~DEADLINE: MAY 5, 2009~~ June 9, 2009

**Remember — send 3 books per Category!**

Please fill out this page for each annual report submitted.

Log number

Official Use only

## ENTRY INFORMATION

### TITLE OF ANNUAL REPORT

*Suggestion: use phrase or text from cover of the annual report*

### THEME OR GOAL

*You may type on separate sheet of paper. Please be brief.*

**CATEGORY & CLASSIFICATION** (see three digit codes on opposite page) Ex:    Write in boxes below.

#### CORPORATIONS: 2008 A.R.s

**Overall Presentation** (choose only one)

Traditional Format	AR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A.R. with Form 10-K	KW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-Traditional A.R.	NT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social and Public Responsibility A.R.	SP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summary Annual Review	SR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-Calendar Accounting (2007 A.R.)	OF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-English A.R.	NE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Special Categories** (choose any or all)

Cover Photo/Design	CD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chairman's Letter	CL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior Design	ID	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written Text	WT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	PH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illustrations	IL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Data	FD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printing & Production	PP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green/Environmentally Sound A.R.	GR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Online A.R.*</b>	OL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### NON-PROFIT ORGANIZATIONS: 2008 A.R.s

**Overall Presentation** (choose only one)

Traditional Format	NP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-Traditional A.R.	NT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-Calendar Accounting (2007 A.R.)	OF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summary Review	SR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Special Categories** (choose any or all)

Cover Photo/Design	CD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President's Letter	PL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior Design	ID	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written Text	WT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	PH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Online A.R.*</b>	OL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**OTHER/MISC** – (Codes 176 or 219) Describe industry or organization:

**\*ON-LINE A.R.s**

provide URL:

## NOMINATOR INFORMATION

YOUR NAME  MR.  MS.

TITLE

AGENCY, CORPORATION, OR ORGANIZATION

STREET ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL

URL

Country Code / City Area Code / Number

Country Code / City Area Code / Number

## CLIENT INFORMATION

NAME  MR.  MS.

TITLE

CORPORATION, OR ORGANIZATION

STREET ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL

URL

Country Code / City Area Code / Number

Country Code / City Area Code / Number

500 Executive Boulevard; Suite 200; Ossining NY 10562 USA Phone 914-923-9400 Fax 914-923-9484 E-mail info@mercommawards.com

**Deadline Extended—June 9, 2009**

# 2009 ARC Awards MASTER PAYMENT FORM

Fill out this section once for all entries. Attach with payment.

## NUMBER OF ENTRIES

### Corporations: 2008 A.R.s

_____ Annual Report - Traditional	@\$290 = \$ _____
_____ A.R. with 10-K	@\$290 = \$ _____
_____ Non-Traditional A.R.	@\$290 = \$ _____
_____ Social and Public Responsibility	@\$290 = \$ _____
_____ Summary Annual Review	@\$290 = \$ _____
_____ Off-Calendar (2007 A.R.)	@\$290 = \$ _____
_____ Non-English A.R.	@\$290 = \$ _____
_____ Cover Photo/Design	@\$240 = \$ _____
_____ Chairman's Letter	@\$240 = \$ _____
_____ Interior Design	@\$240 = \$ _____
_____ Written Text	@\$240 = \$ _____
_____ Photography	@\$240 = \$ _____
_____ Illustrations	@\$240 = \$ _____
_____ Financial Data	@\$240 = \$ _____
_____ Printing & Production	@\$240 = \$ _____
_____ Green A.R.	@\$240 = \$ _____
_____ Online A.R.	@\$240 = \$ _____

### Non-Profit Organizations: 2008 A.R.s

_____ Traditional A.R.	@\$215 = \$ _____
_____ Non-Traditional A.R.	@\$215 = \$ _____
_____ Off-Calendar (2007 A.R.)	@\$215 = \$ _____
_____ Summary Review	@\$215 = \$ _____
_____ Cover Photo/Design	@\$185 = \$ _____
_____ President's Letter	@\$185 = \$ _____
_____ Interior Design	@\$185 = \$ _____
_____ Written Text	@\$185 = \$ _____
_____ Photography	@\$185 = \$ _____
_____ Online A.R.	@\$185 = \$ _____

_____ TOTAL NUMBER OF ENTRIES	Fee Subtotal \$ _____
<input type="radio"/> 5-10 Entries, 5% Discount	- \$ _____
<input type="radio"/> 11-20 Entries, 10% Discount	- \$ _____
<input type="radio"/> 21+ Entries, 20% Discount	- \$ _____

**TOTAL FEES PAID \$** \_\_\_\_\_  
(U.S. Dollars)

Check Enclosed (Drawn on U.S. Banks only.)       Bank-to-Bank Transfer

American Express

□□□□ - □□□□□□ - □□□□□□

Exp. □□ - □□

MasterCard/Visa

□□□□ - □□□□ - □□□□ - □□□□

Exp. □□ - □□

Cardholder's Name \_\_\_\_\_

Company \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please return entries. We'll contact you regarding costs.

### Make checks payable and mail to:

MerComm/ARC  
500 Executive Boulevard  
Ossining-on-Hudson, NY 10562 USA

T: 1-914-923-9400  
F: 1-914-923-9484  
E: info@mercommawards.com

**DEADLINE: ~~MAY 5, 2009~~ June 9, 2009**

### SHIPPING INSTRUCTIONS:

Mailing/shipping costs are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries, we suggest you send your material either by airmail or courier service. To hasten your package through customs, please affix or mark in bold lettering outside the package – "Contest Material. No Commercial Value."