

**CALL FOR ENTRIES!**  
**DEADLINE: SEPTEMBER 29, 2010**

**ASSOCIATIONS**  
**BRAND BUILDING**  
**CHARITIES**  
**EMPLOYMENT/RECRUITMENT**  
**FOOD & BEVERAGE**  
**HOME PAGES**  
**GOVERNMENT**  
**HEALTHCARE**  
**INTRANET SITES**  
**MARKETING**  
**NON-PROFIT ORGANIZATIONS**  
**ON-LINE ANNUAL REPORTS**  
**REDESIGN/RELAUNCH**  
**SELF-PROMOTION**  
**VIDEO GRAPHICS**  
**PLUS OTHER MAJOR CATEGORIES!**



**Sponsored by: MerComm, Inc. –**  
*The World's Only Independent Awards Programs*



*Dear Colleague:*

The 2010 **iNOVA** Awards recognizes the power and the creative force of corporate websites. Being honored helps generate publicity and win new business.

***You are guaranteed: fair and objective judging.*** We accept no advertising, membership fees, or outside sponsors. The judging panels are made up of top internet professionals from around the world. They are committed to recognizing the best corporate websites and raising the standards of excellence.

***Strategies for success:*** By entering the **iNOVA** Awards, you have the opportunity to receive the judges' evaluations. The detailed scores and comments are the primary reason so many web pros nominate their best work for the **iNOVA** Awards. You'll find this independent feedback a great source for internal review and continual improvement.

**Plus, YOUR WEBSITE MAY GO ON TO WIN!**

***Build your business:*** Take this professional opportunity to promote your company's or client's website to the world. We welcome you and hope to count you as a *winner* in the 10<sup>th</sup> anniversary **iNOVA** Awards competition!



Champagne Cheers!

A handwritten signature in green ink that reads "Reni Witt". The signature is written in a cursive, flowing style.

Reni L. Witt  
President

**P.S.** Remember, the **deadline is September 29, 2010.** Wishing you honor, joy and success.

# Congratulations

## to the Winners of the 2009 iNOVA Awards



### BEST OF SHOW

#### ERA Franchise Systems LLC

*www.ERA.com*  
(United States)

### Brand Management

#### Bryan Mills Iradesso

GRANDE PRAIRIE PUBLIC LIBRARY  
*Website*  
(Canada)

### Corporate Website

#### ERA Franchise Systems LLC

*www.ERA.com*  
(United States)

### Employment Opportunities

#### JWT Inside

CHILDREN'S HEALTHCARE OF ATLANTA  
*Are you strong enough?*  
(United States)

### Home Page

#### Accenture

*Accenture.com Home Page*  
(United States)

### Marketing

#### Proof Digital Media

HORMEL  
*Hormel Brand Web site & Interactive Kitchen*  
(United States)

### Non-Profit Organizations

#### CFP Solutions

WORLD GOLD COUNCIL  
*www.gold.org*  
(United Kingdom)

### On-Line Annual Reports

#### Ideas on Purpose

PFIZER  
*Doing Things Differently: Pfizer 2008 Annual Review*  
(United States)

### Self-Promotion

#### Strategic Alliance International

MARK JOSEPH PHOTOGRAPHY INC.  
*Creative Process Partnership*  
(United States)

"Thanks very much for the Grand Award! This is excellent news and we are very excited!"

**Accenture**  
Chicago, Illinois USA

"Thank you for the Gold Award! This is exciting news!"

**Bryan Mills Iradesso**  
Calgary, Alberta CANADA

"We are going to prepare a press release to report the honourable news of our Bronze Award."

**Cosco International Holdings Limited**  
Central, HONG KONG

"Thanks so much for the Gold Award!!"

**Critt Graham**  
Atlanta, Georgia USA

"Thanks for the Silver Awards — that's fantastic!"

**Digital Influence Group**  
Waltham, Massachusetts USA

"That's wonderful news about our Bronze win!! Thanks so much!"

**Edelman**  
New York, New York USA

"The iNOVA online submission forms are excellent — easy to complete."

**FisherVista LLC**  
Santa Cruz, CA USA

"We are pleased to win an iNOVA Award."

**Goldman, Sachs & Co.**  
New York, NY USA

"Just saw on your site that we are winners — Woo-Hoo — that is good news!"

**JWT Inside**  
New York, NY USA

"Thank you very much for the judges' remark forms for our winning entry."

**Lawrence & Ponder Ideaworks**  
Newport Beach, CA USA

"We are extremely proud to receive these awards as they demonstrate the success of our internal IT department, and our commitment to technology and innovation."

**Noble Group Limited**  
Hong Kong

"We'll be sending out a press release announcing our client's wins."

**Ruder Finn**  
New York, NY USA

"We are delighted to have won the Silver Award."

**Strategic Alliance International**  
Chicago, IL USA

"Thanks for the Silver Award and our project's scores."

**Threespot**  
Washington D.C. USA

"We are very appreciative at the good news of our win."

**Universal Corporate Communications, Inc.**  
Seoul, Korea

"We are delighted to win this award for Gold Inspirations. This prize endorses all the hardwork we have put into the site's creation and development. We intend to build on this success."

**World Gold Council**  
London, United Kingdom

## IMPORTANT DATES

Deadline for Entries	September 29, 2010
Winners Notified	November 17, 2010
Grand Awards Announced	December 15, 2010

Visit our web-site for updates! [www.mercommawards.com](http://www.mercommawards.com)

# ENTRY INFORMATION

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## WHO

All communication and technical professionals working on websites are eligible including: Art Directors, Designers, Producers, Project Managers, Site Builders, Technical Consultants, Video/Creative Directors, Writers/Scriptwriters, Marketing Managers, Product/Brand Managers, Corporate Communications Managers, Advertising Producers, Publicists, Associations, Corporations, Government Agencies and Non-Profit Organizations. Small firms are as likely to win as big companies and major agencies. The iNOVA Awards guarantee a level playing field.

## WHAT

Complete the Entry Form, either on-line or in this brochure. Be sure to carefully print or type the URL for your entry. Payment may be made by check or credit-card. You may mail, fax, or use the secure on-line Entry Form ([www.mercommawards.com](http://www.mercommawards.com)). For Bank Transfers, please contact our offices for routing information. To submit the same website in multiple categories, or to submit different websites, please use separate entry forms for each.

## WHEN

Entries must be received by midnight (EST) September 29, 2010. You will receive notification that your entry(ies) was/were received.

## ELIGIBILITY

All websites which were live at any time from September 29, 2009 to September 29, 2010 are eligible. If the website, or any portion of it, is not currently active, please create a temporary site on which to place all the elements you wish to have judged. Note the newly created URL on your Entry Form.

## THE JUDGES

The iNOVA Awards are judged by top-tier professionals representing web designers, site builders, creative directors, graphic designers, communications managers, marketing communications managers, presidents, and CEOs of agencies responsible for corporate websites from across the U.S.A., Canada, Europe, Hong Kong, and Australia.

## CRITERIA

All entries will be judged on concept, content, creativity, ease of navigation, design, functionality, interactivity, and overall success in achieving the company's/client's goals.

## AND THE WINNER IS ...

The top 30% of entries will earn the Gold, Silver, Bronze, or Honors Award in its Category/Classification. Nominees have the opportunity to see the judges' score sheets and comments. Winners will be announced the week of November 17, 2010. The Grand Award Winners and BEST OF SHOW will be announced on December 15, 2010. Winners will be notified by phone and e-mail.

## WINNERS WILL RECEIVE ...

Stunning metallic foil-stamped certificates will be sent to the Gold, Silver, Bronze, and Honors winners. Grand Award winners will receive a unique framed aluminum brushed plaque. The BEST OF SHOW will be honored with a marble and crystal trophy. Unlike other web competitions, there is no charge for your prize. Should you win, your certificate, plaque or trophy is YOURS!

## REMEMBER ...

1. **Complete your entry form for each entry and mail, fax, or submit at [www.mercommawards.com](http://www.mercommawards.com).**
2. **Provide URL on entry form, and password if necessary for judges to access the site.**
3. **Make payment by check, credit card or bank transfer.**
4. **Fill out Title, Nominator, and Client line exactly as you would like to see it on the awards certificate.**
5. **The deadline is September 29, 2010. We wish you great success!**

## MISSION STATEMENT

MerComm, Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. By way of recognizing the multi-disciplines involved in professional communications, MerComm, Inc. sponsors five award programs:

**ARC AWARDS — ANNUAL REPORTS • ASTRID AWARDS — DESIGN • GALAXY AWARDS — MARKETING  
iNOVA AWARDS — WEBSITES • MERCURY AWARDS — PUBLIC RELATIONS • QUESTAR AWARDS — VIDEO**

MerComm's award programs are now in their twenty-third year drawing over 4,500 entries from around the world: Afghanistan, Antigua West Indies, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brazil, Canada, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Korea, Lichtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, People's Republic of China, Peru, Philippines, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, Venezuela, Vietnam, Zimbabwe, and the United States. Our Mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

# THE JUDGES

The International Academy of Communications Arts and Sciences (IACAS) was founded by MerComm to set high standards for various communication specialties and to give professionals in the fields higher status by establishing the definition of excellence. Membership in the Academy is considered an international Who's Who in the communication industry.

33 Visual - MEXICO  
Abbott Laboratories  
Addison  
Affno - SRI LANKA  
AHA Design - AUSTRIA  
AIR Health  
Alex Schkrutz Consultancy  
AND Partners  
Arnold Saks Associates, Inc.  
Banco Popular North America  
Bank of China - HONG KONG  
Baxter International  
BBDO Detroit  
BCN Communications  
Beau Gardner Associates Inc.  
Bertz Design Group  
Booz Allen Hamilton  
Burgess Strategic Marketing Services  
Burson - Marsteller  
Carlow University  
Carnegie Mellon University  
Charles Schwab  
CHC Enterprises  
Chicago Transit Authority  
Ciel Design Partners  
CLP Holdings Ltd - HONG KONG  
CME Group  
Coal Creative Consultants - SINGAPORE  
Continuum Health Communications  
Coyne Public Relations  
Creative Fire - CANADA  
Critt Graham + Associates  
Curran & Connors, Inc.  
Curtis Group  
Daniel Kennedy Comm. Svcs.  
Decker Design  
Donahue Communications Inc.  
Edelman  
Eisenman Associates  
Equity Group - HONG KONG  
Euroclear - BELGIUM  
Ex-Act Corporation - JAPAN  
Family Health International  
Federal Reserve Bank of Chicago  
Flughafen Wien AG - AUSTRIA  
Gabbe Group  
G+J Corporate Editors - GERMANY  
Greater Toronto Airports Authority - CANADA  
Greg Kinch Photography  
Hirschhorn Central Communications  
Honey Communications - KOREA  
Horizon Film & Video  
Ideas on Purpose  
i.LINK Group Limited - HONG KONG  
Image Boutique Productions Ltd - HONG KONG  
Inca Film & Communications - KOREA  
INC Design  
In-Design Company - HONG KONG  
Inergy Group  
Insight Creative - NEW ZEALAND  
iONE Financial Press - HONG KONG  
Jim Barber Studio  
John Giammatteo Photographs  
John Madere Photography  
Kitty Hawk Studios  
KRS Consulting  
KuKa AG - GERMANY

Lambs Farm  
Lockheed Martin Corporation  
M&M Consultancy - HONG KONG  
MacDonald Design - CANADA  
Maloney & Fox  
Mark Joseph Photography, Inc.  
Marsteller  
MasterCard  
Mensalia GmbH - AUSTRIA  
Meta-4 Design Inc.  
METAL  
Mike Klodnicki & Associates  
Mind(21)Factory - GERMANY  
MWW Group  
Northeastern University  
O'Connor & Partners  
Origin Design  
Ove Design + Communications Ltd.  
- CANADA  
Paragraphs  
Perlgut Group  
Pitt Magazine  
Q&E Advertising - SRI LANKA  
Ravelle Brickman Public Relations  
Red Lizard Creative  
Ringzwei - GERMANY  
Robert Wood Johnson Foundation  
RTL Group - LUXEMBOURG  
Rutgers University  
Savage Branding & Corporate Design  
Sedgwick Richardson - HONG KONG  
Sedgwick Richardson - SINGAPORE  
Shoemake Photography Inc.  
Signi Design - MEXICO  
Skaggs Advertising & Design  
Smart Media - SRI LANKA  
Smith & Associates - CANADA  
Soapbox Design Communications - CANADA  
S/O Project - KOREA  
Southern Company  
SRP  
Stage 3 Productions, Inc.  
Stan Gellman Graphic Design Inc.  
Strategic Alliance International  
Studio 210  
Taylor & Ives  
Ted Horowitz Photography  
The Business Photographer  
The Design Associates Ltd.  
- HONG KONG  
The Hong Kong Institute of Education  
- HONG KONG  
Thema Communications ag  
- GERMANY  
The Third Age - KOREA  
Thiel Design  
Tierney Communications  
Time, Inc. Content Solutions  
Toppan Vite Limited - HONG KONG  
Twice Graphics - HONG KONG  
University of Pittsburgh  
VSA Partners  
VWA/see see eye  
Weber Shandwick Worldwide  
William Blair & Company  
Yellow Creative (HK) Limited  
- HONG KONG

# CATEGORIES & CLASSIFICATIONS

## A. Brand Management

- A1. E-Cards
- A2. New Company Brand
- A3. Rebranding Campaign
- A4. Other/Miscellaneous

## B. Business Blog

## C. Careers/Recruitment

- C1. College Students & Grads
- C2. Corporation
- C3. Engineers
- C4. Food Service/Restaurant
- C5. High Tech. Co.
- C6. Law Firm
- C7. Publishing
- C8. Supermarket
- C9. University
- C10. Other/Miscellaneous

## D. Corporate Website

- D1. Banking/Financial
- D2. Building Supplies
- D3. Consumer Education
- D4. Employee Awareness Benefits
- D5. Employment Background Screening
- D6. Energy
- D7. Event Promotion
- D8. Financial Service
- D9. Global Media & Publishing Co.
- D10. Healthcare
- D11. Home Page
- D12. Human Resources
- D13. Management Consulting
- D14. Manufacturing
- D15. Professional Services
- D16. Real Estate
- D17. Roofing
- D18. Shipping Services
- D19. Technologies
- D20. Technology Services & Outsourcing
- D21. Telecommunications
- D22. Utilities
- D23. Wellness Community
- D24. Other/Miscellaneous

## E. Educational

## F. Fashion

## G. Food & Recipes

## H. Government Organizations

## I. Health Awareness

## J. Health Care Services

## K. Home Page

## L. Intranet Sites

- L1. Branding Awareness
- L2. Business Leadership
- L3. Real Estate
- L4. Move Related Information
- L5. Other/Miscellaneous

## M. Industry Publications

## N. Investor/Shareholder Relations

## O. Marketing

- O1. Anniversary/Birthday event
- O2. Campaign
- O3. Catalogue Site
- O4. Flash Technology
- O5. Product Awareness
- O6. Other/Miscellaneous

## P. Microsite

## Q. Non-Profit Organizations

- Q1. Association/Council
- Q2. Educational
- Q3. Housing Development
- Q4. Information Site
- Q5. Local/Heritage Preservation
- Q6. Performing Arts
- Q7. Social Services
- Q8. University
- Q9. Other/Miscellaneous

## R. On-Line Annual Reports

- R1. Agriculture/Agri-business
- R2. Animal Welfare
- R3. Associations
- R4. Automobile & Trucks
- R5. Banking & Financial Services
- R6. Beverages
- R7. Chemicals
- R8. Computers: Software
- R9. Conglomerate
- R10. Consumer Packaged Goods
- R11. Electricity Generator & Retailer
- R12. Energy
- R13. Financial Services
- R14. Food Industry
- R15. Health & Beauty Aids
- R16. Information Services
- R17. Infrastructure Company
- R18. Insurance
- R19. Media Company
- R20. Multi & General Industry
- R21. Non-Profit Organization
- R22. Packaged Foods
- R23. Pharmaceuticals
- R24. Real Estate Investment Trusts (REIT)
- R25. Restaurants
- R26. Retail
- R27. Sports Equipment & Goods
- R28. Telecommunications Services
- R29. Tobacco
- R30. Water Utilities
- R31. Wholesale Distributor
- R32. Wireless Service Provider
- R33. Other/Miscellaneous

## S. On-Line Magazines

## T. Other/Miscellaneous

## U. Portal

## V. Real Estate

## W. Redesign/Relaunch

- W1. Banks
- W2. Commercial Real Estate
- W3. Concrete Producer
- W4. Energy Education
- W5. Energy/Fuel Company
- W6. Healthcare
- W7. Mining
- W8. News Platform
- W9. Software
- W10. Stakeholder Communications
- W11. Transport
- W12. Water Utility
- W13. Other/Miscellaneous

## X. Self-Promotion

## Y. Social Network

## Z. Viral Campaign

DEADLINE: 9/29

