



HP INKSPIRATION AWARDS AMERICAS

Entry deadline: January 12, 2018.



HP INKSPIRATION AWARDS
Americas

Dscoop
Digital Solutions Cooperative
A Cooperative of HP Technology Users



RULES & CATEGORIES

The objective of the HP Inkspiration Awards program is to recognize and reward excellence in the field of digital printing. Selection of the award winning entry in each category is conducted through a scoring process in which a panel of judges—comprised of accomplished printing industry professionals—evaluates all creative and production applications of every entry. An HP Inkspiration Award is recognition of the highest level of digital printing excellence and is judged to be superior to all other entries in the category. The number of awards given in each category is determined by the judges, based on the quality of work in that category.

How to Enter

Visit www.HPInkspirationAwards.com. Review the category list in this document or on this website to find where your work should compete, and follow the simple online form to enter your information. Submission of entries acknowledges the right of HP Inc. to use for publication, exhibition and marketing of the HP Inkspiration Awards competition and show, and in HP Inc. other marketing materials.

Deadlines

All entries must be received by **January 12, 2018 by 5pm (MST)** After preparing your entries in the manner outlined in this guide, entries must deliver to the following address by the deadline date.

HP Inkspiration Awards Competition
168 N. 9th St., Ste. 250
Boise, ID 83702

It is important that you do not miss this deadline.

Eligibility Requirements

Must be printed using HP Indigo, PageWide Web Press and/or Scitex technology.

All Entries Must

- Meet all eligibility and deadline requirements
- Provide signed customer/brand consent form
- Complete entry form (complying to consent questions contained within the entry form)
- Conform to defined submission requirements (see below)

Entry Identification

Include the printable entry/confirmation form generated when you submitted your entry information online or from your confirmation email. The entry form must be affixed or in the envelope the piece is shipped in.

Submission of Entries

Physical submissions are REQUIRED for all entries.

General Commercial Submission Requirements:

Custom products (calendars, bags)	Minimum 5 copies
Direct Mail	Minimum 20 copies
Marketing Collateral (brochures, annual reports, look books, flyers)	Minimum 15 copies
Publishing (catalogs, cover books, magazines)	Minimum 5 copies
Transaction/Trans-promotion	Minimum 5 copies
Photo books/photo applications	Minimum 2 copies
Rod Key Marketing Excellence Award—Self-promotion	Minimum 20 copies

Labels & Packaging Submission Requirements:

Alcoholic beverages	Minimum of 2-5 physical samples, and 200 flat printed samples
Health and beauty	Minimum of 2-5 physical samples, and 200 flat printed samples
Food and beverage	Minimum of 2-5 physical samples, and 200 flat printed samples
Corrugated	Minimum of 2-5 physical samples, and 200 flat printed samples
Other	Minimum of 2-5 physical samples, and 200 flat printed samples
Rod Key Marketing Excellence Award—Self-promotion	Minimum 5 copies

All entries become the property of HP Inc. and will not be returned. Do NOT send original or irreplaceable artwork. It will NOT be returned.

Judging Procedures

Judging will be conducted in accordance with the guidance provided by the competition administrators. Decisions of judges and competition administrators, including eligibility, qualifications and appropriate category placements, are final.