



**2010 PERCY Awards**  
**HPMSNJ c/o Trustee Relations**

760 Alexander Road, Princeton, NJ 08543-0001

SUBMISSIONS DUE BY OCTOBER 15, 2010 ■ ENTRY FEE \$100



**ENTRY CATEGORY:**

Your AWARD will be filled out based on the following information. Please be accurate and complete. Awards and notifications are sent to the entrant.

**CATEGORY** \_\_\_\_\_

**TITLE OR DESCRIPTION OF ENTRY** \_\_\_\_\_

\_\_\_\_\_

**ENTRY SUBMITTED BY**

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

AGENCY (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADVERTISER/CLIENT \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**CREDITS**

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE THIS ENTRY FIRST APPEARED OR WAS USED \_\_\_\_\_

CITY, STATE OR DISTRIBUTION CHANNEL \_\_\_\_\_

**BY SIGNING BELOW YOU:**

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for broadcast and/or print (allow reuse of material).
5. Understand that all entries become the property of HPMSNJ PERCY AWARDS and will not be returned.

SIGNATURE OF ENTRANT: \_\_\_\_\_

TITLE: \_\_\_\_\_



The PERCY Awards will be presented by HPMSNJ on December 3, 2010 to recognize the best in New Jersey Healthcare Planning, Marketing and Public Relations Programs.

**Awards will be given in the following categories:**

- **NEW FOR 2010 – BEST HOSPITAL OUTDOOR ADVERTISING** - Judging of a Billboard or Outdoor Ad will be based on a design which was used to promote a hospital service or program. A photograph of the billboard or original design, location(s) and written or video description of impact it had on the market or hospital service.
- **NEW FOR 2010 – BEST USE OF SOCIAL MEDIA IN HEALTHCARE** - Facebook, Twitter, Blogging, or PodCasting can have a major impact on how you market your hospital. Provide a video or written description of what you have used. Tell us about the impact of the social media for the staff, patients and your market. Include the link.
- **BEST HOSPITAL MARKETING PROGRAM** - A Marketing Program which was used to promote a hospital service or program. Send photos as well as a video or written description of the program and include impact on the market and results.
- **BEST HOSPITAL PLANNING PROGRAM** - A Planning Program that resulted in a new service/program being implemented. Outline goals, process and results to describe program. Description using a video or content presented with a short PowerPoint presentation and photos help judging.
- **BEST MARKETING OR PLANNING PROGRAM NON-HOSPITAL** - Whether you represent a non-hospital surgery center, outpatient imaging center or other healthcare facility, describe your Marketing or Public Relations Program. Send photos as well as a video or written description of the program and impact on the market and results.
- **BEST HOSPITAL PUBLIC RELATIONS/MEDIA PLACEMENT PROGRAM** - Any PR Program or Media Placement used to promote a hospital service or program. Send photos as well as a written description of the program and impact on the market and results.

**ADDITIONAL INFORMATION**

- DEADLINE FOR SUBMISSION- OCTOBER 15, 2010
- ENTRY FEE IS \$100 PER ENTRY
- Each submission should be placed on 1 CD. A written outline of each entry should accompany each form.
- Work must have been produced from 11/01/2009 to 9/30/2010 and in use no later than 10/15/2010.
- Judging will be conducted by an independent panel of judges selected for their expertise in communication, planning, advertising and marketing. Decisions of the judges are final. Criteria for judging is available on the HPMSNJ website: [www.hpmsnj.org](http://www.hpmsnj.org).
- Awards will be presented at the annual HPMSNJ meeting on December 3, 2010.
- Questions regarding any aspect of the PERCY AWARD process will be answered by Norm Tessell, Chair of the PERCY AWARD Committee at [n.tessell@verizon.net](mailto:n.tessell@verizon.net) or by calling 215-840-6636.

Please fill out this form and attach to each of your entries (copy acceptable).

**ENTRY DEADLINE:** Friday, October 15, 2010

- **SHIP ENTRIES WITH PAYMENT TO:**  
HPMSNJ PERCY AWARDS, c/o Trustee Relations, 760 Alexander Road,  
Princeton, NJ 08543

WE HAVE SUBMITTED \_\_\_\_ ENTRIES.

WE ARE PAYING BY  CHECK  CREDIT CARD

- Our fee of \$100 per entry is enclosed in the amount of \$\_\_\_\_\_
- No freight charges will be paid by HPMSNJ
- All Entries become the property of HPMSNJ and will not be returned.
- Decisions of the judges are final.
- For guidelines in submitting entries, entrants need to conform to requirements as defined on the HPMSNJ website, <http://hpmsnj.org/awards.aspx> in the PERCY Award section or call Norm Tessell, Chair of the PERCY AWARD Committee at [n.tessell@verizon.net](mailto:n.tessell@verizon.net) or by calling 215-840-6636.

PLEASE PRINT CLEARLY

CONTACT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

**CREDIT CARD**  Visa  MasterCard  AmEx

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CCV# \_\_\_\_\_

PRINT NAME (as it appears on card) \_\_\_\_\_

SIGNATURE \_\_\_\_\_