

ILEA MICHIGAN'S

**SHINE
AWARDS**





The International Live Events Association (ILEA) - Michigan Chapter launched the SHINE Awards in 2025 to recognize outstanding professionals in the special events industry for the events they create, plan manage, and execute each year.

Who can enter the awards?

Anyone who has produced events (or components of events) within the region represented by the ILEA Michigan Chapter, **or** who works in this region, but produces events in other locations is eligible to enter.

ILEA membership is not a requirement to enter most categories.

Why should I enter the ILEA Michigan SHINE awards?

By entering the ILEA Michigan SHINE Awards, you are able to demonstrate the

caliber of work that you and your company are doing! This is your opportunity to show people what you can do and what makes you stand apart from your competition.

Who judges the awards?

The SHINE Awards are judged by ILEA event professionals from other Chapters worldwide. All entries are first reviewed against the rules by an auditor. Once the auditor has determined that all criteria has been met, all qualifying entries are sent to another ILEA chapter for judging.

The results are returned directly to the auditor, who supplies the information about the winning entries to the award production company. To maintain fairness in the judging, **the SHINE Awards submission must be anonymous.** No mention of names of company names of the submitting company(ies) are allowed anywhere in the entry (including but not limited to in your answers/text, or on collateral or supporting documents). However, should it be necessary to include company names or logos in event photos due to the nature of the event

design or submission (i.e. corporate event of marketing collateral, etc.) this will be allowed.

Be sure to follow all the rules and **submit your entry by 11:59 pm EST, Friday, January 17th, 2025.** Then plan to attend the ceremony to see the winners revealed live on **March 12th, 2025, at DoubleTree Fort Shelby in Detroit.** More live event details will be announced in March.

What if I have questions?

If you have questions about the process or have problems, please email ileamichigan@gmail.com.

SUBMISSION DEADLINE

1.17.25

AWARDS PRESENTED

3.12.25

2025 ILEA Michigan SHINE Awards // Rules & Regulations

Qualifying Entries: Events submitted for the 2025 SHINE Awards must have occurred between January 1, 2024 and December 31, 2024.

Eligibility: Entries are open to all event professionals.

Nominees: The top three nominees in each category will be notified in the first week of March 2025.

Awards: Awards will be presented at the ILEA Michigan SHINE Awards Ceremony on Wednesday, March 12th, 2025.

Questions: Please direct all questions to the Awards and Entries Committee by emailing ileamichigan@gmail.com

Entry Submission:

- Each entrant must complete the online submission process, including successfully processing the entry payment.
- An entry fee will be applied to each submission.
- Entrants may submit multiple events in more than one category.
- Entrants may enter the same event into more than one category except the 'Event Planning' categories. **Note:** The same event may not be entered in more than one of the five Event Planning categories.
- Entrants must complete all sections of the online submission form. Incomplete applications will be disqualified.
- It is strongly recommended that each entry be created in a word processing document to ensure the ability to spell check, check grammar, make edits, etc. Text can then be copied and pasted into the online submission form. Make sure to save a copy of the word processing document in case there is any difficulty uploading the entry.

Joint Submission:

- A joint entry can be submitted when more than one individual or company was instrumental in the planning of the event. Each individual can be from the same company (i.e. co-chairs of an event), or from separate companies (i.e. a client representative and a vendor representative), but EACH entrant must supply an entry fee.
- Joint entries are to be submitted online by one primary entrant. The Team Leader, for the group.

Multiple Submissions:

- The online submission form allows you to submit one entry at a time. You must complete a form for each entry.
- Whenever possible, do not use alternative names on your application. This risks confusion with the nomination and award production process.

Names/Logos and Disqualifications:

- **Overall, the entrant's identity must remain anonymous and not be revealed in the submission processes except for:**
 - Listing your name in the submission form when it's noted.
 - Leaving names or logos that happen to be captured in photo or video where you need to use visuals to illustrate the event.
 - *However, if there is audio revealing your name, you must submit the video without audio.*
- Entrant name and company logo **MUST NOT** be included in your entry submission answers, including text collateral, invitations, invoices, any documents or .pdfs, etc. **including in the file names of the uploaded files. You must redact, blur, or hide your identity in the documentation submitted.**
- Disqualification will result if the entrant(s) name or entrant(s) company's name or logo appears within the submission text or supporting documents.
- When in doubt, redact the information and remain as anonymous as possible.

Deadline for Standard Submission:

All entries are due by 11:59 p.m. EST on **Friday January 17th, 2025.**

ENTRY FEE MEMBERS:

- Early Bird ends 11:59 p.m. Friday December 20th, 2024 **\$35**
- Standard Submission ends 11:59 p.m. Friday January 17th, 2025 **\$60**
- Extended Entry Fee ends 11:59 p.m. Friday January 31st, 2025 **\$85**

ENTRY FEE NON-MEMBERS:

- Early Bird ends 11:59 p.m. Friday December 20th, 2024 **\$50**
- Standard Submission ends 11:59 p.m. Friday January 17th, 2025 **\$75**
- Extended Entry Fee ends 11:59 p.m. Friday January 31st, 2025 **\$100**

2025 ILEA Michigan SHINE Awards Categories

****ANY COMPANY CAN APPLY TO ANY CATEGORY THAT MAKES SENSE FOR THEM****

CATERING:

- Best Vendor In Catering for Social Events Under \$15,000
- Best Vendor In Catering for Social Events Over \$15,000
- Best Vendor In Catering for Corporate Events Under \$15,000
- Best Vendor In Catering for Corporate Events Over \$15,000

EVENT DESIGN & DECOR:

- Most Unique Event Design Under \$15,000
- Most Unique Event Design Over \$15,000
- Best Floral Design Under \$15,000
- Best Floral Design Over \$15,000
- Best Custom Installation Under \$15,000
- Best Custom Installation Over \$15,000

CREATIVE SERVICES:

- Best Use of Technology Under \$15,000
- Best Use of Technology Over \$15,000
- Best Single Photo At An Event
- Best Use of Social Media For An Event

SUPPORT SERVICES:

- Best Behind The Scenes Under \$15,000
- Best Behind The Scenes Over \$15,000



EVENT PLANNING:

- Best Overall Social Event Under \$15,000
- Best Overall Social Event Over \$15,000
- Best Overall Corporate Event Under \$15,000
- Best Overall Corporate Event Over \$15,000

ENTERTAINMENT:

- Best Vendor in Entertainment Under \$15,000
- Best Vendor in Entertainment Over \$15,000

GENERAL:

- Shining Star
- Luminary
- Best ILEA Vendor Partner

ENTRY CRITERIA

Event Name:

1. Preview - up to 500 max characters.

- a. Provide a general overview of the type of event and the products or services you provided for the event. If your work is nominated, this will be used as the description in marketing materials. (Keep it short and sweet like a movie preview used to hook your audience).

2. Tell The Story - up to 7,500 max characters.

- a. Expand on your preview. Provide descriptive details of services and/or products that were provided. (Include references of collateral materials to enhance the details.)

3. Execution - up to 7,500 max characters.

- a. Describe the logistical execution of the event and/or of your products or services, including challenges faced. (Bullet-point out all phases of the production management process. Included references of collateral materials to give a clearer picture of your process as it applies):
 - i. Development (concept phase)
 - ii. Pre-Production (preparing for the event)
 - iii. Production (during the event)
 - iv. Post-Production (after the event)
 - v. Challenges (describe whether or not there were challenges and the proposed/utilized solutions, if there were any.)

Collateral:

- **Event Budget** - A budget is required for this submission, though only amounts pertaining to catering are required. The figures provided must be based on full retail value of the services/items provided.
- **Management Collateral** - Consists of the documents necessary to support the event's development for pre-planning through post-production. Examples include but are not limited to: floor plans, timelines, contingency plans, production schedules, staffing, health, and safety measures, BEOs, special dietary considerations, etc. Each document is considered one item. A multipage piece such as a timeline or production schedule will each be considered one piece. Remember, no names. Submit up to 2 files.
- **Event Collateral** - Consists of the visuals/products that are used to create the look, feel, and experience. Examples include but are not limited to: photographs, menu cards, and signage. Each photo is considered one item. A multipage piece such as a menu or program will each be considered one piece. Submit up to 5 files.
- **Link to Multi-Media Collateral** - Limit 1, no longer than 5-minute video/PowerPoint.
- **Label Your Collateral**
 - NAME OF ENTRY - EVENT BUDGET
 - NAME OF ENTRY - MANAGEMENT COLLATERAL - 1 out of 2
 - NAME OF ENTRY - PRIMARY COLLATERAL - 1 out of 5
 - NAME OF ENTRY - MULTIMEDIA FILE

Catering

Best Vendor In Catering for Social Events Under \$15,000

A toast to culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best vendor in catering for social events under \$15,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was less than \$15,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution, and presentation.

Best Vendor In Catering for Social Events Over \$15,000

A toast to culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best vendor in catering for social events over \$15,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was more than \$15,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution, and presentation.

Best Vendor In Catering for Corporate Events Under \$15,000

A toast to culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best vendor in catering for corporate events under \$15,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was more than \$15,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution, and presentation.

Best Vendor In Catering for Corporate Events Over \$15,000

A toast to culinary artisans who go beyond serving meals to curate unforgettable dining experiences! The best vendor in catering for corporate events over \$15,000 honors overall excellence in catering where the retail or in-kind value of the event's food and beverage was more than \$15,000. Did your chef design a first of its kind menu that wowed your client? Did your team pull together to execute an amazing catered event in the face of logistical challenges? No matter the catering situation, you excelled through planning, preparation, execution, and presentation.

Event Design & Decor

Most Unique Event Design Budget Under \$15,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous decor details that combine to create an unforgettable environment. You may have used props, rentals, florals, linens, lighting, and more, tell us about how any of the components pulled together to develop an unforgettable design experience leading to a memorable event.

Most Unique Event Design Budget Over \$15,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous decor details that combine to create an unforgettable environment. You may have used props, rentals, florals, linens, lighting, and more, tell us about how any of the components pulled together to develop an unforgettable design experience leading to a memorable event.

Best Floral Design Budget Under \$15,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous decor details that combine to create an unforgettable environment. With a careful combination of props, rentals, florals, linens, lighting, and more, tell us about how all the components pulled together to develop an unforgettable design experience leading to a memorable event.

Best Floral Design Budget Over \$15,000

We see you, visionaries who transform spaces into immersive experiences. The best design and decor categories celebrate the original design and numerous decor details that combine to create an unforgettable environment. With a careful combination of props, rentals, florals, linens, lighting, and more, tell us about how all the components pulled together to develop an unforgettable design experience leading to a memorable event.

Best Custom Installation Budget Under \$15,000

This award is for the installation that's not just a decoration, but a showstopper. It's the one that everyone's talking about, the one that makes the event truly unforgettable. It's the installation that's so unique and creative. So, let's give a round of applause to this true masterpiece!

Best Custom Installation Budget Over \$15,000

This award is for the installation that's not just a decoration, but a showstopper. It's the one that everyone's talking about, the one that makes the event truly unforgettable. It's the installation that's so unique and creative. So, let's give a round of applause to this true masterpiece!

Creative Services

Best Use of Technology Budget Under \$15,000

This award goes to the event that's not just playing the tech game, but dominating it! The winner will have shown off some serious innovation, using technology to create an experience that's out of this world. From cutting-edge virtual reality to groundbreaking AI applications, this event will have showcased the power of technology to transform the way we connect, learn, and celebrate, and leave attendees saying, "Wow, I didn't know technology could do that!"

Best Use of Technology Budget Over \$15,000

This award goes to the event that's not just playing the tech game, but dominating it! The winner will have shown off some serious innovation, using technology to create an experience that's out of this world. From cutting-edge virtual reality to groundbreaking AI applications, this event will have showcased the power of technology to transform the way we connect, learn, and celebrate, and leave attendees saying, "Wow, I didn't know technology could do that!"

Best Single Photo Of An Event

Let's celebrates the photographer who captured the essence of the event in a single, stunning shot. It's the shot that says a thousand words, the one that makes you feel like you were right there in the action. The winning image will be a testament to the photographer's skill, creativity, and ability to tell a story through a single frame. It's the photo that will be remembered long after the event is over, a timeless snapshot of a special moment.

Best Use of Social Media For An Event

This award recognizes the event professional or organization that has consistently demonstrated exceptional social media skills and a strong online presence. They have used social media to build relationships, share industry insights, and inspire others. Their engaging content, creative strategies, and commitment to networking have made them a leader in the industry. So, let's give a round of applause to the social media superstar who has elevated the industry's online game!

Support Services

Best Behind The Scenes Budget Under \$15,000

Behind every flawless event lies a symphony of precision and coordination, conducted by event professionals who are logistical wizards. Anything from impressive timelines, impeccable coordination, and intricate production, this award recognizes who turns the intense complexities of indoor and outdoor logistics into a smooth and harmonious event flow.

Best Behind The Scenes Budget Over \$15,000

Behind every flawless event lies a symphony of precision and coordination, conducted by event professionals who are logistical wizards. Anything from impressive timelines, impeccable coordination, and intricate production, this award recognizes who turns the intense complexities of indoor and outdoor logistics into a smooth and harmonious event flow.

Event Planning

Best Overall Social Event Under \$15,000

This award recognizes the outstanding social event that demonstrated exceptional planning, execution, and overall enjoyment for participants. The event could be a wedding, birthday celebration, baby shower, etc.

Best Overall Social Event Over \$15,000

This award recognizes the outstanding social event that demonstrated exceptional planning, execution, and overall enjoyment for participants. The event could be a wedding, birthday celebration, baby shower, etc.

Best Overall Corporate Event Under \$15,000

This award honors the exceptional corporate event that seamlessly integrated business objectives with a memorable and engaging experience. The winning event will have demonstrated effective networking opportunities, innovative programming, and a strong alignment with the company's culture and goals.

Best Overall Corporate Event Over \$15,000

This award honors the exceptional corporate event that seamlessly integrated business objectives with a memorable and engaging experience. The winning event will have demonstrated effective networking opportunities, innovative programming, and a strong alignment with the company's culture and goals.

Entertainment

Best Vendor in Entertainment Budget Under \$15,000

This award goes to the vendor who knows how to bring the heat! They've consistently delivered electrifying performances, unforgettable experiences, and a whole lot of fun. Whether it's a DJ spinning the hottest tracks, a band rocking out on stage, or a comedian cracking up the crowd, this vendor has proven they're the ultimate party starter.

Best Vendor in Entertainment Budget Over \$15,000

This award goes to the vendor who knows how to bring the heat! They've consistently delivered electrifying performances, unforgettable experiences, and a whole lot of fun. Whether it's a DJ spinning the hottest tracks, a band rocking out on stage, or a comedian cracking up the crowd, this vendor has proven they're the ultimate party starter.

General

Shining Star Award

Are you newer to the event industry? With less than five years of experience, this award is for you! We will recognize the industry's newest sensation who's already shining brighter than a supernova! They've jumped into the scene with a burst of creativity, a sprinkle of talent, and a whole lot of hustle. This rising star is the future of events, and we can't wait to see what they'll achieve next.

Luminary Award

This award goes to a well seasoned event professional, the one who's been lighting up events for decades. They're the legend, the icon, the OG of the event world. From groundbreaking innovations to mentorship that's second to none, this luminary leaves their mark on the industry. They're not just a veteran; they're a living legend.

Best ILEA Member Vendor Partnership

This award recognizes two exceptional ILEA members who have demonstrated outstanding service, reliability, and a commitment to working together on a successful event. The winning members will have proven to be a valuable asset to the events community, offering innovative solutions, exceptional customer service, and a strong partnership. Both partners must be an ILEA member to apply.