2019 STAR AWARDS
GUIDEBOOK

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2019 GUIDEBOOK

Welcome to the STAR Awards, the education awards for the investment management industry!

WHAT'S NEW IN 2019?

To ensure participants benefit most from our ever-evolving awards program, we have made some enhancements to this year's program. The updates are outlined below and incorporated throughout this guidebook.

- This year STAR is officially open to all major product structures including ETFs and CEFs — truly an awards program for the entire investment management industry.

- A new entry and judging system will be introduced. OpenWater is a true all-in-one software platform designed to streamline and simplify our entire awards program.

- A new Product Education Campaign category has been added in both the Investor and Advisor areas.

2019 STAR EDUCATION AWARDS

With millions of dollars spent each year to educate, communicate and market to key audiences, the STAR program is honored to recognize investment management firms that have excelled and made lasting impressions in the education, communications and innovations areas. Firms have the opportunity to earn recognition in more than 30 categories.

The STAR Education Awards program has served as an annual benchmark of best-in-class investor and advisor communications for more than two decades. At the core of this program, the mission is to give leading firms the opportunity to assess their integrated, innovative education efforts in the investment management space.

Before we can celebrate the industry's annual accomplishments, we must first evaluate all of the entries. This document is intended to serve as a guidebook for submitting entries. Similar to last year, the process for submissions will be completed online at thestarawards.com/enter.

If you have questions about this guidebook, please contact us or email starawards@thestarawards.com. We look forward to recognizing the industry's great work and seeing you at the STAR Awards celebration in Chicago, at the Mid-America Club, on September 24.

Regards,

Kimber Lintz
Director
IMEA
816.454.9422, Ext. 110
klintz@imealliance.com

Kait Bruenn
STAR Awards Program Manager
IMEA
816.454.9422, Ext. 160
kbruenn@imealliance.com

ENTRY REQUIREMENTS & RULES

Please carefully review entry rules and requirements. The Judging Committee will disqualify entries that do not meet all guidelines described below.

ELIGIBILITY

The STAR Education Awards competition is open to investment managment firms (members and non-members). Materials submitted must have been used in the United States. Materials from previous years can be entered if they have **not** won a STAR Award previously, or if they have been significantly revised since receiving a STAR. Non-investment managment companies can submit entries on behalf of their clients (e.g. agencies, firms that create investor education material). The Judging Committee will disqualify entries that do not meet all guidelines. Judges reserve the right to move entries to more appropriate categories.

TIMING

When submitting award entries, there is not a set time frame for when the communication materials were implemented. All work can be considered, however, the materials must **not** have won a STAR Award previously unless they have been significantly revised since receiving a STAR (e.g. website).

AUM LEVELS

Submissions will be grouped by the Assets Under Management (AUM) levels below. These levels are for assets managed in the United States.

AUM Levels (U.S. Only)	
Small	Up to $10B
Medium	Over $10B and up to $50B
Large	Over $50B and up to $150B
Large Plus	Over $150B

PRICING AND PAYMENT

STAR Education Awards Entry Fees	
Member	$350
Non-Member	$500

After entries have been submitted, you will receive an invoice via email. When you view the invoice in your browser, you will have the option to pay online. You also can mail a check or submit an ACH payment.

Using our online portal, participants can easily enter materials at thestarawards.com for a chance to win one of more than 25 awards. **All files submitted must include the company name**.

The deadline for entries is June 15, 2019.

Entries must include:

- Summary
- Objectives
- Links and/or PDF files showcasing work

ENTRY CATEGORIES: INVESTOR AWARDS

Efforts that educate, inform, serve and/or communicate with investors in the following categories:

Annual Report
Annual or semi-annual reports

Digital Education
Content, tools, calculators, interactive worksheets, videos, digital presentations, blogs, apps, etc.

Experiential Education
Educational efforts that involve direct interaction with investors such as seminars, live webinars, trade shows, group presentations, etc.

Integrated Campaign
Campaigns targeted to investors utilizing multiple components such as printed pieces, digital touchpoints, social media efforts, advertising, promotional items, etc.

Investor Website
Primary investor websites

Newsletter
Printed or electronic newsletters or magazines

Product Education Campaign
Campaign materials targeted to investors on a specific product (ETF, CEF, Interval Fund, etc.) and ways it can be utilized to reach investment goals.

Wild Card
Special education, communications and marketing efforts that do not fit other categories – be creative!

ENTRY CATEGORIES: ADVISOR AWARDS

Efforts that educate, inform, serve and/or communicate with advisors and other intermediaries in the following categories:

Advisor Website
Primary advisor websites

Analytics Driven Campaign
Advisor campaigns with targets, messaging, call to action and insights driven by data and analytics.

Digital Education
Content and tools for advisors such as videos, digital presentations, blogs, apps, professional accreditation, etc.

Experiential Education
Educational efforts that involve direct interaction with advisors such as seminars, live webinars, investor shows, group presentations, etc.

Integrated Campaign
Campaigns targeted to advisors utilizing multiple components such as printed pieces, digital touchpoints, social media efforts, advertising, promotional items, etc.

Newsletter
Printed and electronic newsletters or magazines

Product Education Campaign
Campaign materials targeted to financial advisors or other intermediaries focused on a specific product (ETF, CEF, Interval Fund, etc.) and ways it can be utilized to reach investment goals.

Thought Leadership/White Papers
Focused on industry trends, products, investment themes, etc. that educates, informs and provides advisors and other intermediaries with practice management insights.

Wild Card
Special education, communications and marketing efforts that do not fit other categories – be creative!

ENTRY CATEGORIES: RETIREMENT AWARDS

Efforts that educate, inform, serve and/or communicate with plan participants and plan sponsors in the following categories:

Digital Education

Content and tools such as calculators, interactive worksheets, videos, digital presentations, blogs, apps, etc.

Experiential Education

Educational efforts that involve direct interaction with investors and plan participants such as seminars, live webinars, group presentations, etc.

Integrated Campaign

Campaigns targeted to plan participants or sponsors utilizing multiple components such as printed pieces, digital touchpoints, social media efforts, advertising, promotional items, etc.

Newsletter

Printed and electronic newsletters or magazines

Ongoing Education

Efforts that reinforce prior investment education efforts and encourages increased participation and savings among plan participants

Thought Leadership/White Papers

Focused on industry trends or investment themes that educate, inform and assist with the fiduciary responsibilities of plan sponsors, plan administrators and investment committees

Wild Card

Special education, communications and marketing efforts that do not fit other categories – be creative!

ENTRY CATEGORIES: OVERALL AWARDS

The STAR Education Awards' most prestigious awards honor companies that meet the highest standards in education, marketing communications, community support and diversity and inclusion.

Overall Education Award

Recognizes a firm with strong overall commitment to investment management education through client communications, employee education, education programs and initiatives, community support, etc.

Overall Education Campaign

Recognizes a campaign with the primary focus to educate on an investment product, concept, philosophy, etc.

Overall Communications Awards recognize a firm for outstanding integrated and consistent efforts in design, messaging, brand, education and digital throughout their marketing communications strategy. Awards are presented for:

Overall Advisor Communications

Overall Investor Communications

Overall Retirement Communications

Community Investment

This prestigious award is designed to recognize an investment management firm for its outstanding community service contributions such as special programs, partnerships, in-kind support of goods and services, employee volunteerism or other activities that have resulted in a positive impact on a community, an organization or its citizens. Judges will consider all entries for their impact, success in meeting program objectives, creativity, corporate commitment, employee participation, and other key elements.

JUDGING

Winners are selected from hundreds of entries judged by an industry panel of marketing and communications executives. Judges evaluate STAR award entries based on the applicable criteria below.

2019 STAR Education Awards JUDGING CRITERIA

Effectiveness
Entry achieves stated objectives and goals provided for entry.

Messaging
Messaging, concepts, philosophies, instruction, etc. are delivered in a simple and effective manner.

Educational Value
The piece successfully informs and educates its audience through clear, effective content and dynamic visuals and infographics.

Innovation
The entry harnesses dynamic and innovative tactics to communicate key messages to target audiences in a unique and impactful way.

User Experience
The entry will be evaluated for: usability; the ability to locate key messaging; functionality; clarity; simplicity; perspective and positive overall user experience.

Design
The entry will be assessed for creativity, effective layout and overall design.

ADDITIONAL CRITERIA FOR CAMPAIGN ENTRIES

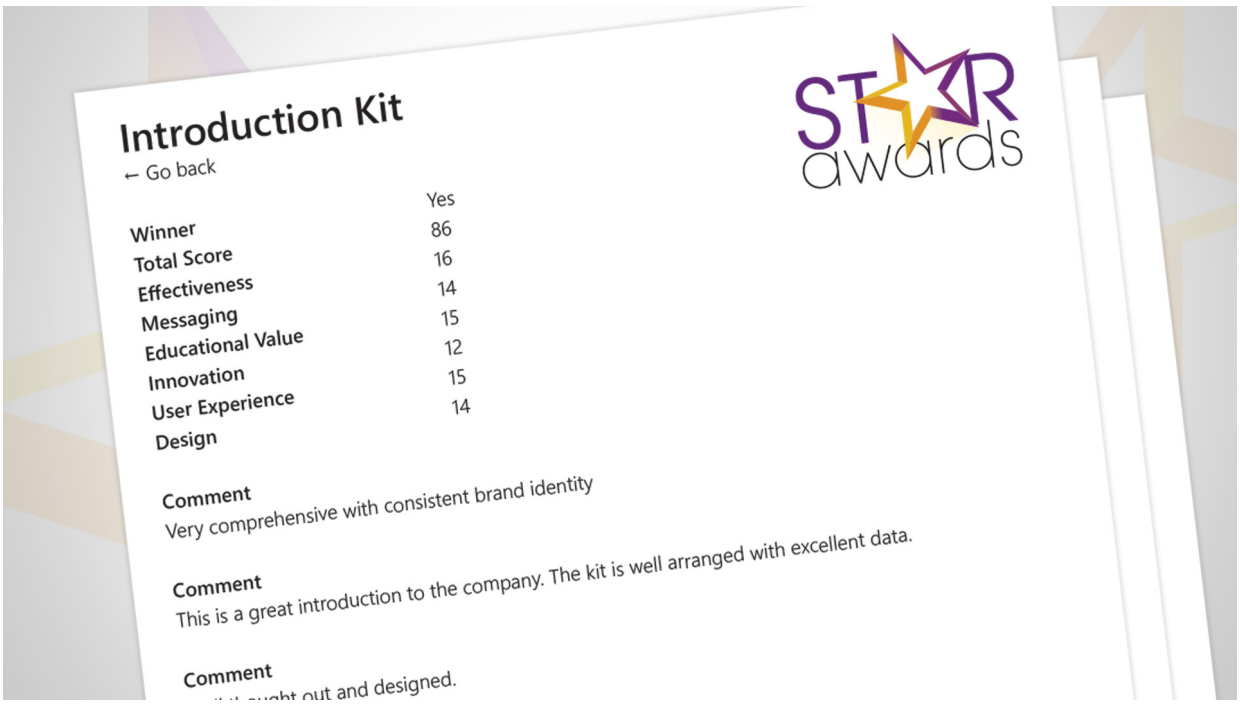
Consistency
Messaging, look, presentation and thematic are consistent and effectively integrated in all aspects of the campaign.

Distribution
Multiple and effective distribution methods are used to reach the target audience(s).

EVALUATION SCORECARD

The scorecard evaluation is designed to provide all contestants with invaluable feedback from judges hand-selected by the IMEA. With judging performed by leading fund industry executives in marketing, communication, innovation and design, each participant will receive a critique that highlights strengths and areas of improvement in marketing strategy.

Participants will receive a scorecard for every entry, providing valuable information teams can use to assess their communications efforts. Scorecards will provide points awarded in each of the above criteria. Judge's comments will also be shared providing valuable insights from industry peers.



Introduction Kit

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	Yes
Winner	86
Total Score	16
Effectiveness	14
Messaging	15
Educational Value	12
Innovation	15
User Experience	14
Design	

Comment
Very comprehensive with consistent brand identity

Comment
This is a great introduction to the company. The kit is well arranged with excellent data.

Comment
out and designed.