

# 2011 INTERNATIONAL CALENDAR COMPETITION

REGISTRATION FORM FOR  
GERMAN CALENDAR AWARD  
KODAK PHOTO-CALENDAR AWARD

JAPANESE CALENDAR AWARD

Your Calendar is  
**WORTHY**  
of an award!

## 61<sup>TH</sup> INTERNATIONAL CALENDAR SHOW, HAUS DER WIRTSCHAFT STATE OF BADEN-WUERTTEMBERG, STUTTGART, GERMANY

The objective of the International Calendar Show is to showcase a representative overview of the year's calendar craft in Germany and abroad. The Graphischer Klub Stuttgart (GKS), in cooperation with Kodak GmbH of Stuttgart, the Ministry of Economic Affairs of the State of Baden-Wuerttemberg and the Association of Printers and Media of the State of Baden-Wuerttemberg examine the cultural, historical and economical significance of calendars. The organizers strive to alert experts and the interested public to the manifold aspects of this medium and to reward the creators of calendars with prizes that recognize their contribution to business.

### AWARD OF THE 2011 INTERNATIONAL CALENDAR SHOW

In January of 2011, a jury of experts evaluates the overall appearance of calendars submitted from Germany and abroad in the categories Advertising/Image, Non-Profit/Social, High School/College Project and Publishers/Commercial (for sale), including the calendars that have already been selected at the mid of August 2010 by the new Commercial Calendar Jury, based on the criteria of concept, design and manufacturing technique. The jury selects calendars for gold, silver and bronze awards. The various categories are evaluated separately, because their differing marketing criteria influence their design and presentation. Upon a meticulous review, one of the calendars that have been given the Gold Award can be honored with the grand prize of the jury: the "GREGOR".

### AWARDS OF EXCELLENCE

In addition to the evaluation of the overall impression of each calendar, diplomas can be awarded for outstanding performances in the following categories: Graphic Design, Typography, Illustration, CGI, Prepress/Printing, Finishing, Use of Paper/Material, Consistent Concept and Topic, Functionality, Marketing Concept, Best Title, Commercial Calendars, Non-Profit Project (Social), Environmental Protection Project, School Project, College Project, Young Talent. Another recognition is the prize for long-term activity/life's work in calendar craft.



**Diplomas for outstanding performances!**

## INTERNATIONAL KODAK PHOTO-CALENDAR AWARD 2011

It is with great anticipation that the professional audience looks forward every year to the announcement of the calendars that have been awarded the "International Kodak Photo-Calendar Prize". All photographic calendars are automatically included in the 2011 Kodak Photo Calendar Competition.

### THE INTERNATIONAL KODAK PHOTO-CALENDAR COMPETITION HAS TWO DISTINCT CATEGORIES:

Innovative Application of Photography  
Black-and-White Photography

An independent jury of experts evaluates the calendars in both categories with respect to the use of photography as a creative medium in the design of a calendar. Furthermore, one of the winning calendars can be distinguished even further with the "Prize of the Kodak Photo-Calendar Jury" for the most remarkable overall photographic performance.



**Two Categories in the Kodak Photo-Calendar Competition!**

### GREAT EXPOSURE FOR YOUR CALENDARS

Up to 100,000 visitors will admire your calendars: The calendars will be displayed in several exhibitions.

All 2011 commercial calendars that have been received by the 29<sup>th</sup> of October 2010 will be displayed in a special exhibition at the Stuttgarter Buchwochen (Stuttgart Book Weeks, November 18<sup>th</sup> to December 12<sup>th</sup> 2010), including the commercial calendars that have already been distinguished at mid of August 2010.

All calendars that were entered in all categories will be displayed in a grand exhibition at the "Haus der Wirtschaft" (Chamber of Economic Affairs) of the State of Baden-Württemberg in Stuttgart, Germany from the 21<sup>st</sup> of January to the 13<sup>th</sup> of February 2011. All calendars that have received awards will be assembled in a central location for prominent exposure.

In addition, the entire International Calendar Show will travel to the Government Building at the Rondellplatz in Karlsruhe, Germany, where it will be open from the 17<sup>th</sup> of February to the 13<sup>th</sup> of March 2011.

## PRESENTATION OF THE AWARDS AND EXHIBITION OF PRIZE-WINNING CALENDARS

The certificates will be presented during the opening ceremonies in the aforementioned "Haus der Wirtschaft" at 7:00 PM on Thursday, 20<sup>st</sup> January 2011. The awards are highly respected as seals of excellence among makers of calendars in Germany and abroad. The calendar competition has a firm and important placement in media reportage. **PLEASE NOTE:** After the January Jury presents its selection of prizewinners, only the award winners will be notified of their success during the second week of the year 2011. The notification is performed by telephone or by e-mail, because the aforementioned presentation of the awards follows very soon after the jury has completed its selection of winners. The award winners are kept secret until the ceremony for the presentation of the awards. For organizational reasons, it is not possible to notify all the entrants of the results (i.e. including the non-winners) after the jury has completed its mission. Therefore, all the entrants are cordially invited right now to attend the opening of the exhibition and the ceremony for the presentation of the awards. An invitation is not required.

### HERE IS HOW TO PARTICIPATE IN THE 2011 CALENDAR COMPETITION IN STUTTGART, GERMANY:

Participants send their calendars, carriage paid, directly to the "Haus der Wirtschaft" in Stuttgart. Please do not submit preliminary concepts or original photographs. For organizational reasons, it is fundamentally impossible to return any calendars that have been submitted.

### ITEMS TO BE SUBMITTED:

- 3 Copies of each calendar
- 3 Registration Forms, (one with each and every calendar)
- 1 CD-ROM (please check the paragraph entitled "Procedure")

Please ship your calendars and their registration forms directly to the following address:

Wirtschaftsministerium Baden-Württemberg  
Haus der Wirtschaft Baden-Württemberg  
„Kalenderpräsentationen und Wettbewerb“  
Logistik  
Schlossstraße 23  
D-70174 Stuttgart  
Germany

**DEADLINE FOR ENTRIES FOR THE 2011 INTERNATIONAL CALENDAR COMPETITION:  
23<sup>RD</sup> DECEMBER 2010**

**Please observe the deadline for entries!**

## THE PROCEDURE

Please include a CD-ROM with your calendars, labeled with the name of the sponsor of the calendar, the title of the calendar, and your address (including telephone number and e-mail address) so that you can be reached if there are any questions. Recorded on the CD-ROM should be at least 10 pages of the calendar (in the form of jpg- or tif files, 300 dpi, 4 colors), along with a brief description of the concept of the calendar (Word, 350 characters) as well as the information provided in the Registration Form, which will be included in the certificates of winners and in the documentation. The Registration Form as a Word file can be found under "www.graphischer-klub-stuttgart.de, Kalenderschau, Anmeldung" (www.graphischer-klub-stuttgart.de, Calendar Show, Registration). The illustrations recorded on the CD-ROM are needed for the Opening- and Presentation Ceremonies, for PR activities and for the documentation of the event.

Producers of calendars who enter more than 5 different calendars can, in the event that one of their calendars receives a prize, submit the CD-ROM with its information for use in the awards presentation up to the 17<sup>th</sup> of January 2011.

When a calendar is awarded a prize, it may become necessary for the organizers to request additional copies of that calendar. Therefore, all participants in the competition are respectfully asked to retain at least two extra copies of their submitted calendars, so that the organizers can request them on very short notice for display in calendar shows and for subsequent exhibitions.

Calendars that are not received by the official deadline or that are not shipped to the specified address cannot be entered in the competition. It is up to the participants to make sure that their calendars arrive at the Haus der Wirtschaft in Stuttgart on time. For organizational reasons, we regret that we cannot acknowledge the receipt of the calendars that have been received properly.

All calendars that were entered correctly will be evaluated and judged by the jury of the International Calendar Competition and calendars that feature photography will also be automatically included in the judging by the jury of the International Kodak Photo-Calendar Awards. Every participant is entitled to enter several different calendars in the competition. Please attach corresponding filled-out copies of the Registration Form shown on the reverse of this flyer to each and every calendar. The decisions of both juries cannot be contested in any legal action. Calendars that arrived after the deadline for entries will not be included in the competition.

## ENTRY FEES

All good things have their price. That also applies to the organization of the competition, the design of the exhibitions and their documentation.

## TABLE OF FEES:

1 – 5 submitted calendars	150,00 €
6 – 19 submitted calendars	280,00 €
20 – 49 submitted calendars	470,00 €
50 + submitted calendars	680,00 €

**Please request invoice by e-mail: [info@graphischer-klub-stuttgart.de](mailto:info@graphischer-klub-stuttgart.de)  
Declare invoice number on your bank transfer.**

Please remit your entry fee to:

Account of the Graphischer Klub Stuttgart at the BW Bank;  
Account No. 2 753 513, BLZ 600 501 01.

Kindly confirm the remittance of your entry fee and attach a copy of the remittance to your filled-out Registration Form. Without this proof of your remittance, your calendar cannot be accepted or exhibited.

**REQUIRED ADDITIONAL INFORMATION FOR REMITTANCES FROM ABROAD: BIC of the BW-Bank: SOLADEST  
IBAN Number: DE80600501010002753513**

Social and educational institutions may submit a written request for reduced fees that must be received well in advance of the deadline. The decision whether or not to approve such requests is the prerogative of the Graphischer Klub Stuttgart, Königstraße 57, D-71679 Asperg, Germany.

## THE ENTRY FEE COVERS THE FOLLOWING BENEFITS:

The display of submitted calendars in the aforementioned exhibitions and the participation in the 2011 International Calendar Show that includes the festive awards presentation in Stuttgart, publication of the award winners in various media, publication of all prize-winning calendars in the book that documents this competition, plus a free copy of this book to be sent to the sponsor listed on the registration form.

## THE BOOK THAT DOCUMENTS THE AWARD-WINNING CALENDARS

The organizers of the International Calendar Show have published a documentation of this annual event since 1991. All prize-winning calendars are reproduced in this book in color, complete with descriptions and comments in German and in English. In addition, the book contains detailed facts about the craft of calendars and about the strict evaluation criteria observed by the three juries of experts. The book serves as an indispensable reference work about the current status of the graphic and technical aspects of the production of a modern calendar and it will be published in Mai of 2011. In addition to the free copy sent to each entrant in the competition, supplemental copies can be ordered from Bertsch KG Medienproduktion, Friedrich-List-Str. 4, D-70771 Leinfelden-Echterdingen, Germany, Telephone: +49 711 796886-87, Fax: +49 711 7979810, E-Mail: [kontakt@bertsch-media.de](mailto:kontakt@bertsch-media.de), at a cost of 19.90 € per copy plus shipping costs.



**Additional information:  
[www.graphischer-klub-stuttgart.de](http://www.graphischer-klub-stuttgart.de)**

If you have questions about the International Calendar Award, or if you have a compelling deadline problem, we encourage you to contact us – we will make every effort to find a mutually agreeable solution!

Ministry of Economic Affairs of the State of Baden-Württemberg  
Anette Ahr  
Telephone: +49 711 1232710  
E-Mail: [anette.ahr@wm.bwl.de](mailto:anette.ahr@wm.bwl.de)

Graphischer Klub Stuttgart  
Friedrich Müller  
Telephone: +49 7141 63200  
E-Mail: [info@graphischer-klub-stuttgart.de](mailto:info@graphischer-klub-stuttgart.de)

## IN CONCLUSION: A FEW IMPORTANT TIPS:

By submitting a calendar to the International Calendar Competition, participants assure us that the rights of third parties, in particular those of authors or those of applications, will not be violated. Participants exempt the organizers from any claims for damages and other legal aspirations of third parties. The organizers are entitled to exhibit and/or publicize the calendars, or excerpts from them, free of any charges, in the aforementioned book or in any other media. Participants whose calendars are awarded prizes during the January competition are requested not to disclose these awards before the official presentation of the awards at the formal opening of the calendar exhibition.

## ORGANIZERS:

Graphischer Klub Stuttgart  
Kodak GmbH, Stuttgart  
Association of Print and Media of the State of Baden-Wuerttemberg  
Ministry of Economic Affairs of the State of Baden-Wuerttemberg

# JAPANESE CALENDAR AWARD GERMAN-JAPANESE-CALENDAR-EXCHANGE

RULES AND REGULATIONS FOR THE 2011 CALENDAR COMPETITION IN JAPAN

## 良いお年を

**CALENDAR AWARD JAPAN  
HOW YOU CAN PARTICIPATE  
IN THE CALENDAR COMPETITION  
2011 IN JAPAN:**

Like Germany, Japan is a "classic calendar country." A Japanese Calendar Competition (with Exhibitions in Tokyo and Osaka) is staged every year at the same time as the International Calendar Competition in Stuttgart, Germany. The Japanese jury of experts also evaluates and presents calendars from other countries thus alerting the Japanese public to the global significance of calendar production.

Calendars that are awarded prizes in the Japanese competition (Bronze, Silver and Gold Awards) also receive a high class Japanese certificate. For many years, a large number of Japanese calendars has also been enriching the International Calendar Competition in Stuttgart, Germany. The exchange of calendars between Germany and Japan is cultivated by the Graphischer Klub Stuttgart in cooperation with the organizers of the Calendar Fair of the Japan Federation of Printing Industries.

If you wish to participate in the 2011 Japanese Calendar Competition in addition to the International Calendar Competition in Stuttgart, Germany, please send an additional copy of each calendar, carriage paid, together with an registration form filled out in English.

**PLEASE NOTE THAT THE ADDRESS TO WHICH  
CALENDARS INTENDED FOR THE JAPANESE  
CALENDAR COMPETITION ARE TO BE SUBMITTED  
IS DIFFERENT FROM THE ADDRESS FOR ENTRIES TO  
THE GERMAN CALENDAR COMPETITION:**

Steinheil Direct Marketing Druck Service GmbH  
Code Word "JAPAN 2011"  
Max-Planck-Str. 7  
D-71254 Ditzingen  
Germany

**Take  
your Chance!  
In great  
demand:  
The Japanese  
AWARDS**

**Please  
observe the  
different address  
for submissions to  
Japan !**

The calendars destined for the Japanese Calendar Competition will be collected in Ditzingen and forwarded to Japan in good time for the judging. Please fill out the Registration Form for Japan very clearly and legibly. When a calendar receives an award, the information will be included in the Japanese certificate.

**DEADLINE FOR ENTRIES TO THE 2010  
JAPAN CALENDAR COMPETITION:  
17. DEZEMBER 2010**

(Please ship the calendars, carriage paid, to the aforementioned address in Ditzingen, Germany)

**ENTRY FEES FOR THE 2011 JAPAN CALENDAR  
COMPETITION:**

**Please request invoice by e-mail: [info@graphischer-klub-stuttgart.de](mailto:info@graphischer-klub-stuttgart.de)**  
Please remit the additional fees for handling and shipping of calendars intended for the 2011 Japan Calendar Competition to the account of the Graphischer Klub Stuttgart at the BW Bank, Account No. 2 753 513, BLZ 600 501 01, Codeword "Japan." **Declare invoice number on your bank transfer.**

**INSTRUCTIONS FOR REMITTANCES TO GERMANY FROM COUNTRIES  
OTHER THAN GERMANY: BIC OF THE BW BANK: SOLADEST  
IBAN-NUMMER: DE80600501010002753513**

**TABLE OF FEES:**

1 – 5 submitted calendars	150,00 €
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**Please  
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deadline for sub-  
mission to Japan !**

