



CALL FOR ENTRIES



2012 Golden Leaf Awards

presented by *Tobacco Reporter*, sponsored by BMJ

[tobaccoreporter](http://tobaccoreporter.com)



The 2012 Golden Leaf Awards are open for nominations beginning 1 January 2012 through 30 April 2012.

CATEGORIES

Winners will be selected for outstanding achievements in the following categories:

- Most impressive public service initiative
- Most promising new product introduction
- Most exciting newcomer to the industry
- Most outstanding service to the industry
- BMJ Most committed to quality

ELIGIBILITY

Nominations are open to companies or institutions affiliated with the tobacco industry that best exhibit the traits named above. Entry forms are available on our website, www.tobaccoreporter.com. Companies at which our judges are employed, as well as *Tobacco Reporter* and BMJ, are ineligible to enter.

SELECTING WINNERS

Winners will be chosen by an independent panel of tobacco industry experts, and recipients of the 2012 Golden Leaf Awards will be profiled in the August 2012 issue of *Tobacco Reporter*.

HOW TO ENTER

Please submit one (1) copy of the entry form, *preferably in English, filled out completely, to:

Golden Leaf Awards
c/o *Tobacco Reporter*
3101 Poplarwood Court, Suite 115
Raleigh, NC 27604 USA

Or fax a copy to: +1 919 876 6531

Please include any supporting documentation, promotional materials, annual reports, etc.

Online copies may be submitted via our website,

www.tobaccoreporter.com

Incomplete entry forms will not be considered.

Entries **MUST** be completed and in our possession at the location above no later than 5 p.m. Monday, 30 April 2012 (GMT + 5 hours).

*Translation into English provided for a US\$300 minimum.

PRIZES

An awards banquet will be held in June 2012 in Antwerp, Belgium, at the GTNF 2012. In addition to receiving a trophy, a US\$1,000 check will be made in honor of each of the five winners to the charity of their choice.

CONTACT INFORMATION

Your name _____

Your title _____

Your company name _____

Address _____

Phone _____ Fax _____

Email address _____

Category for consideration _____

Company being nominated (if different from above) _____

Address (if different from above) _____

Contact name and title at nominated company _____

Contact telephone _____

Email _____

Add supporting facts, certificates, publications, brochures, pictures, etc., to be submitted on a separate sheet. Without these supporting materials, the judges will not be able to make any evaluation and selection.

ENTER NOW

To enter a company or an organization, simply complete the official 2012 nomination form (or fill out your entry electronically at www.tobaccoreporter.com) and submit it no later than 30 April 2012.

Winners will receive four complimentary tickets to the 2012 Golden Leaf Awards banquet. Seating is limited, so reserve your banquet ticket now by calling Noel Morris at +1 919 872 4213 or emailing awards@tobaccoreporter.com.

BANQUET INFORMATION

To participate in the awards banquet, register to attend the GTNF by visiting www.gtnf-2012.com. To reserve your seat on a first-come, first-served basis, please indicate in this form and send to the address above.



2012 GOLDEN LEAF AWARDS



BMJ

OFFICIAL ENTRY FORM

presented by Tobacco Reporter, sponsored by BMJ

tobaccoreporter

My name is _____ Title _____

Company _____

Contact information _____

Telephone _____ Email address _____

I am nominating (name of company or institution) _____

Contact information _____

Telephone _____ Email address _____

Please consider this nominee for a 2012 Golden Leaf Award in the following category (please submit separate entry forms for each category, if entering multiple categories):

Tick one:

MOST IMPRESSIVE PUBLIC SERVICE INITIATIVE

Awarded to a company or institution that introduced a public service program or educational campaign in 2011-2012. Judges will base their decision on creativity, effectiveness to date and best use of resources. Please include goals, budgets, copies of promotional materials, geographical scope of the program and why you felt this campaign was necessary.

MOST PROMISING NEW PRODUCT INTRODUCTION

Awarded to a company or institution that debuted a new product in 2011-2012. Judges will base their decision on design innovation, response to a need and projected impact on future production efficiency or improved presentation of a final product. Please include a comparison of your products to existing products, copies of promotional or mechanical materials, development timeline, budget and testimonials from any users if possible.

MOST EXCITING NEWCOMER TO THE INDUSTRY

Awarded to a company or institution that entered the tobacco industry in 2011-2012. Judges will base their decision on the industry's

need for the company's products or services, investment in setup and creativity. Please include your annual report, motivation for entering the tobacco industry, projected response and testimonials.

MOST OUTSTANDING SERVICE TO THE INDUSTRY

Awarded to a company or institution that practiced exemplary customer service in 2011-2012. Judges will base their decision on perceived increase in customer satisfaction, thinking "outside the box" in program setup and the example it sets for the industry. Please include program outline, anticipated results, testimonials and in-house feedback.

BMJ MOST COMMITTED TO QUALITY

Awarded to a company or institution that exhibits a superior commitment to quality in every aspect of its business in 2011-2012. Judges will base their decision on expressed commitment to quality, established incentives for quality improvement and measure of improvement to quality. Please include documentation supporting quality efforts, incentives, measures of improvement and testimonials.

On a separate sheet of paper, please explain why you feel this company or institution deserves a **2012 GOLDEN LEAF AWARD** in the category indicated above. Incomplete entry forms will be disqualified. Include any supporting documentation as indicated.

Your signature _____ Date _____

Please fax one (1) copy of each form to +1 919 876 6531 or submit this form electronically by completing it online at www.tobaccoreporter.com.

Mailed copies should be directed to: **2012 Golden Leaf Awards • 3101 Poplarwood Court • Suite 115 • Raleigh, NC 27604 USA**

Entry deadline: 30 April 2012