

# 31<sup>st</sup> LOUIE AWARDS

San Francisco, California

OFFICIAL COMPETITION  
CATEGORIES 2020

## Greeting Card Occasions

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.00 and below, or above \$5.00.

- **Birthday** (General)
- **Birthday** (Humorous)
- **Birthday (Small Company)** | Company must have five employees or fewer.
- **Blank** \*Must not have verbiage on either the front or the back\*
- **Children's**
- **Congratulations/Special Occasion** - Includes Graduation, Good Luck, New Baby, Retirement, Promotion, New Home, Bon Voyage, Wedding, Engagement, etc.
- **Friendship/Encouragement** (General)
- **Friendship/Encouragement** (Humorous)
- **Get Well/Feel Better**
- **LGBTQ** \*Not Divided by price | Cards in any category for the LGBTQ community.
- **Romantic Occasions** - Includes Love, Wedding, Anniversary, Engagement, etc. Excludes Valentine's Day
- **Sympathy**
- **Thank You**

## Seasonal Greeting Cards

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.00 and below, or above \$5.00.

- **Christmas/Seasonal** (General)
- **Christmas/Seasonal** (Humorous)
- **Father's Day**
- **Mother's Day**
- **Non-Religious** - Includes Thanksgiving, New Years, St. Patrick's Day, Memorial Day, etc.  
**EXCLUDES: Halloween and Valentine's Day**
- **Valentine's Day**
- **Halloween**
- **Religious Celebrations** - Includes Easter, Hanukkah, Christening, Communion, Rosh Hashanah, Bat/Bar Mitzvah, etc.

**EXCLUDES: Christmas**

**ALL CARDS MUST BE MARKETED AND SOLD IN THE UNITED STATES  
BETWEEN JANUARY 1, 2019 AND DECEMBER 31, 2019.**

# Card Sets

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Price break for card sets is per piece, determined by dividing the total retail price of the set by the number of cards it contains. Includes all cards sold in sets, whether boxed or in other packaging bagged/banded/wrapped, etc.).

**Christmas/Seasonal Boxed Set** | Cards sold "separately" as individual cards, and holiday photo cards, are not eligible and should be entered in their relevant category. The complete set "as sold" must be submitted.

Entries are divided by two price points: \$3.00 and below, or above \$3.00.

**Everyday Boxed Set** | Includes blank note cards, thank you cards, assorted greeting cards, etc. The complete set 'as sold' must be submitted.

Entries are divided by two price points: \$3.50 and below, or above \$3.50.

## Special Categories

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**Letterpress** | In addition to the stated LOUIE criteria, this award recognizes the tradition and artistry of letterpress, including overall design, creativity, and craftsmanship. Entrants must submit three representative cards in order for the judges to evaluate the collection as a whole. This falls under one entry fee.

**Print and Production Excellence** | In addition to the stated LOUIE judging criteria, this awards recognizes both innovation and craftsmanship. We are looking for cards demonstrating outstanding utilization of print process and/or special finishing techniques including but not limited to foil stamping, laser or die-cutting, embossing, flocking, or other embellishments. Special attention will be given to print and production quality, and overall attention to detail.

**NEW! Paper Engineering and Innovation** | In addition to the stated LOUIE judging criteria, this award recognizes innovation and engineering of a card. We are looking for cards demonstrating outstanding utilization of paper engineering which may include, but is not limited to, the use of pop-up's, sound and lights. Special attention will be given to innovation, print and production quality, and overall attention to detail and elaboration. Limit to 1 entry per company for this specially recognized award.

**Superbly Stated** | This category celebrates outstanding editorial copy. Only greeting cards featuring original composition are eligible for entry. Text should uniquely or profoundly express a sentiment which elevates the overall card to excellence.

**Rising Star** | Companies that have been in operation for three years or less are eligible to enter this category. Entrants must submit five representative cards in order for the judges to evaluate the line as a whole. This falls under one entry fee. Companies that have entered, but have not won this category in the past, and are still in operation under three years, are eligible to enter again.

## Invitations & Personalized Cards

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To qualify for these categories, cards must be from a production run of 50 pieces or more.

**Announcements and Photo Cards** | Entries are divided by two price points: \$5.00 and below, or above \$5.00. Includes any card that is designed to incorporate a customer photo or carry a personalized printed message. Includes graduation announcements, moving announcements, birth announcements, Save the Dates, personalized holiday cards, personalized or photo greeting cards, etc.

**Baby** | Includes any card, announcement, photo card, and invitation that are designed to celebrate a new baby.

**General Invitations** | Entries are divided by two price points: \$5.00 and below, or above \$5.00. Either suites or standalone invitations may be submitted. Includes invitations for any event or celebration, including all types of parties, showers, Bar and Bat Mitzvah, corporate events, etc.

**Conventionally Printed Wedding Invitation Suite** | Specialty printed or handcrafted wedding invitations with or without decorative enhancements.

**Please submit the complete suite for judging.**

**Digital Wedding Invitation Suite** | Digitally printed invitations with or without decorative enhancements.

**Please submit the complete suite for judging.**