

# Hearth & Home magazine's 12th Annual Vesta Awards Program Honoring Innovation in Design & Technology

The 12<sup>th</sup> Annual Vesta Awards program will take place at the 2012 HPBExpo in Atlanta, Georgia. The program will honor Innovation in Design & Technology for both Hearth and Outdoor Room products.

Awards will be given in 17 categories including two special awards. In addition, Best in Show awards will be given to the overall winners in the Hearth Products category and the Outdoor Room Products category.

Judging will be conducted by an independent panel composed of selected retailers, distributors, consultants and shelter magazine editors.

Judging will take place on Thursday, March 1, 2012. To allow more time for our judges, judging will begin at 8am, before the show opens.

Awards will be presented at an industry-wide ceremony on Friday, March 2, 2012. The reception and awards program will take place from 5:00-6:45 pm.

Winners will receive handsome awards and signage for their booth and feature coverage of the awards will appear in *Hearth & Home*. In addition, a special bulletin heralding the winners will be available near the show entrance on Saturday, the last day of the HPBExpo.

Manufacturers will be given a Vesta decal for each product entered to alert buyers to that fact. A digital rendition of the Vesta logo will be provided so that winners can highlight their award in advertising, product literature and point-of-sale material.

To enter, go to our Web site at [www.VestaAwards.com](http://www.VestaAwards.com) and submit your entry online, or fill out the Agreement sheet, and complete a form for each product entered.

Only new products exhibited at the HPBExpo and created for sale in the year 2012 are eligible. Products previously shown at an HPBExpo are not eligible. Changes or additions to an existing product previously exhibited do not qualify. You can enter a product in more than one category by submitting a separate entry form and fee, however, a product may only win in one category.

Submit the completed form, along with a color digital image (300 dpi required), of the product entered to *Hearth & Home* magazine.



## Early Entry Discount

Dec. 1, 2011 - Jan. 6, 2012.  
\$200 Per Entry.

Jan. 7, 2012 - Feb. 10, 2012  
\$250 Per Entry.

The Vesta Awards program is a non-profit project of *Hearth & Home* magazine, however, an entry fee of \$200 (\$250 after Jan. 7, 2012) per product entered is required and will be used to defray expenses.

All entries will remain confidential until the time of the awards.

We look forward to your participation.

Sincerely,

Richard Wright, Editor

## VILLAGE WEST PUBLISHING

603-528-4285 • 800-258-3772 • FAX: 603-527-3404 • E-mail: [erica@VestaAwards.com](mailto:erica@VestaAwards.com)  
PO Box 1288, Laconia, NH 03247 • Shipping: 25 Country Club Road, Suite 403, Gilford, NH 03249

## 2012 Vesta Award Categories

Awards are available in 17 categories including two special awards The Art of Fire and The Green Award. In addition, Best in Show awards will be given to the overall winners in the Hearth Products category and the Outdoor Room Products category.

### HEARTH PRODUCTS

**Wood Products** - *fireplaces, stoves, inserts*

**Gas Products** - *fireplaces, stoves, inserts, logs*

**Pellet Products** - *fireplaces, stoves, inserts*

**Electric Products** - *fireplaces, stoves*

**Hearth Products, Other Fuels**

**Central Heating Systems**

**Hearth Accessories** - *includes mantels, surrounds & facings*

**Hearth/Barbecue Components & Controls** - *includes venting*

### OUTDOOR ROOM PRODUCTS

**Outdoor Hearth Products** - *fireplaces, firepits*

**Charcoal, Wood Barbecues & Smokers**

**Gas Barbecues**

**Barbecues, Other Fuels** - *includes electric*

**Barbecue Accessories**

**Outdoor Room Equipment**

**Outdoor Room Furnishings**



### ★ SPECIAL AWARDS

**The Art of Fire** - A product whose primary attribute is Art rather than heat; *includes both indoor and outdoor products*

**The Green Award** - *one for all three industries; products considered for The Green Vesta Award should be innovative and outstanding in one or more categories listed in the Green Award Rules.*

### DAN MELCON AWARD

#### BEST IN SHOW HEARTH PRODUCTS

#### BEST IN SHOW

#### OUTDOOR ROOM PRODUCTS

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# 2012 Vesta Awards Entry Form

A product can be entered in more than one category, but a separate entry form, digital image and a \$200 entry fee (\$250 after Jan. 7, 2012) are needed for each product; digital images must accompany entry form in order for us to process your entry. You can enter online at [www.VestaAwards.com](http://www.VestaAwards.com) or copy this form to submit multiple entries.

**IF YOU CHOOSE TO SEND THE ENTRY FORM VIA MAIL, INFORMATION MUST BE TYPED OR SUBMITTED IN A WORD PROCESSING PROGRAM; NO HANDWRITTEN ENTRIES ACCEPTED.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Web Site Address and Phone Number for dealers to call: \_\_\_\_\_

Awards Category Entered (*see enclosed list*): \_\_\_\_\_

Reason for Entry:  Design;  Technology;  Both

Product Brand Name: (*e.g., Lopi, QuadraFire*) \_\_\_\_\_

Model Name/Number: (*e.g., P54, EMSC-W - Chelsea Electric Fireplace*) \_\_\_\_\_

Description of product: (*e.g. physical dimensions, material, fuel, finishes, etc.*) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Innovations: Why has this product been entered? (*Please be as specific as possible*)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In which Booth would you like product to be judged? Indoor Booth# \_\_\_\_\_ Outdoor Booth# \_\_\_\_\_

**Judging begins at 8am on Thursday March 1, 2012 before the show opens.** (*show opens at 9am*)  
*Select the very best person in your company to speak to the judges when they come by. It should be someone knowledgeable about the product, and able to convey his/her excitement about it. Ideally, your spokesperson should possess the qualities of a good salesperson.*

**Company Representative** (*required to be at booth for judging*): \_\_\_\_\_

**Please sign and submit Agreement on page 4**

# 2012 Vesta Awards Entry Form Agreement

I stipulate that the product(s) I have entered in the Vesta Awards program are new, and are to be manufactured and marketed in 2012 (products that are strictly "concept" do not qualify), and that they have never been exhibited at a previous HPBExpo. I understand that changes or additions to an existing product previously exhibited at an HPBExpo do not qualify.

**If selected as a winner or a finalist, I agree to the following publicity guidelines:**

- I will indicate the year of the award when referring to it.
- I will specify the individual product for which the award was given.  
(Vesta Awards are not given for entire lines of products).
- I understand that:
  - 1) Only Vesta Award winners may use the Vesta winner designation and logo.
  - 2) Vesta finalists may use the Vesta finalist designation and logo.
  - 3) The word "winner" is not to be used in advertisements concerning a finalist award. Phrases such as "received a finalist award," "was a finalist in the Vesta Awards program," are appropriate. It is misleading for a finalist to say, "We won a Vesta Award." That is simply not the case.
  - 4) The Vesta logo that you receive from *Hearth & Home* is not to be altered in any way.

***I understand and agree to abide by the above guidelines.***

Company Name: \_\_\_\_\_

Name and Title: \_\_\_\_\_

**Now you can enter online at [www.VestaAwards.com](http://www.VestaAwards.com)**

**METHOD OF PAYMENT**

Number of products submitted \_\_\_\_\_ x \$200 per entry (Dec. 1, 2011 - Jan. 6, 2012) = \_\_\_\_\_

Number of products submitted \_\_\_\_\_ x \$250 per entry (Jan. 7, 2012 - Feb. 10, 2012) = \_\_\_\_\_

Check enclosed made payable to *Hearth & Home*.

Charge It. For your convenience, you may charge your order by Visa, Mastercard or American Express.

Expires Mo.  Yr.

Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

DATE

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