

# THE RULES

- **All entries must be delivered to the Legal Marketing Association office no later than 5:00 PM CST on Wednesday, December 3, 2008.** Sorry, but no extensions will be granted and no exceptions will be made.
- Three copies of each entry must be submitted in separate binders, i.e., three binders per entry. Multiple entries **may not** be submitted in the same binder.
- All entries are confidential. Winning entries will be displayed at the LMA Annual Conference.
- Entry information must be in a 9" x 12" 3-ring binder. The cover of each entry binder should be labeled with the category, entrant name and entry title. All pages 8 ½" x 11" and smaller should be in plastic page protectors. Representative materials larger than 8 ½" x 11" can be separate, but should be labeled with the category, entrant name and entry title.
- Your Honor entry form (attached) must be the first page of each entry submission.
- The second and third pages of the entry submission should be a 700 word (maximum) statement including:
  - Strategic objective
  - Marketing goal(s)
  - Research and planning
  - Production and implementation
  - Differentiation
  - Results
  - Budget
  - Number of attorneys in firm
  - For more detail on these elements and for point values, see the Call for Entries.
- If submission is by a consultant or service provider, page four of the binder must be a letter on client firm stationery granting permission for the entry to be submitted.
- Entry fee of \$195 must accompany each submission. All entries must be paid in full at the time of submission. Any entry missing its payment will be considered ineligible. Make checks payable to LMA. Send completed submission materials to

Patricia Sistler  
Your Honor Awards - LMA Headquarters  
1926 Waukegan Road, Suite One  
Glenview, IL 60025-1770

For additional information, please contact Pat Sistler at (888) 562-9494 USA, (888) 562-9494 (International) or via e-mail at [pats@tcag.com](mailto:pats@tcag.com).

# YOUR HONOR AWARDS ENTRY FORM

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Category Entered

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Title of Entry

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Firm name of PRIMARY ENTRANT

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Firm name of JOINT ENTRANT

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Number of attorneys in firm

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Number of attorneys in firm

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Contact name

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Contact name

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Title

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Title

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City/State/Zip

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City/State/Zip

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E-mail

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E-mail

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Phone

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Phone

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Fax

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Fax

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Signature of contact

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Signature of contact

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Date submitted

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Date submitted

Should your entry be selected as a winner, please indicate how you would like your award to be inscribed. Due to the limited number of characters, only firm names will be listed.

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NOTE: You must include an entry form with each set of submission materials. Attach a check for \$195 for each submission; or, fill-in your credit card information below.

Visa     MasterCard     American Express

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Name on Card

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Credit Card No.

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Expiration Date

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Signature

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Date