



THEA 2010 FAST FACTS

Welcome to the TEA's Thea Awards 2010 judging cycle. We on the committee know this has been a busy year for all of you—there's been a lot of activity in our industry and we are looking forward to reviewing your nominations.

We are hoping to streamline the process of submission for you.

Step One:

Print out the Nomination Form and fill it out. Or append your own version of the form. Please include as much complete contact and credit information as possible.

Step Two:

Gather your materials. Please see our suggestions about preparing materials. We must have photos and/or video of the project to properly judge it.

Step Three:

Send the Nominations Form and visual materials to the TEA office:

2010 THEA AWARDS NOMINATING COMMITTEE c/o TEA

150 E. Olive Ave., #306, Burbank, CA 91502

Tel: +1(818) 843-8497; Fax: +1(818) 843-8477

or email to Gene@TEAConnect.org

Submission Deadline: 5:00 PM Pacific Time, July 8th 2010

Eligibility period: Project must have opened or the event must have taken place between July 1, 2008 and June 30, 2010.

This information packet contains several documents which we hope will help guide you.

- General information about the Awards (pages G1-2)
- Tip Sheet on Nomination Preparation (pages T1-3)
- The Nomination Form (pages N1-3)
- Complete Thea Awards Rules and Committee Procedures (pages R1-9)

If you have any additional questions, please feel free to contact Gene Jeffers at the TEA offices, +1 818 843-8497 or email Gene@TEAconnect.org

Larry Wyatt

Thea 2010 Awards Nomination Committee Chair

LWyatt@MSIDesign.com



THE Theas: General information



The Thea Awards are a symbol of international excellence in our industry. You do not have to be a TEA member to submit. And we encourage you to submit projects to which you contributed your creative talents.

There are no fixed award categories but there are certain “types” of awards that are usually conferred in a given judging cycle. What this means, for example, is that while there will always be AOAs (Awards for Outstanding Achievement), there might not always be an AOA granted in retail or aquariums. Each year’s judging cycle (which reflects the industry’s previous 24 months of work) will determine the categories.

AWARDS

The Thea Award types include:

- AOA/Award for Outstanding Achievement (in various fields and applications)
- AOA on a Limited Budget
- AOA in Breakthrough Innovation
- Thea Classic
- Thea Lifetime Achievement

CRITERIA

Excellence

The Thea Award celebrates excellence. To be judged as “**excellent**,” a nominee should demonstrate accomplishment in most, if not all, of the following and excel in more than one.

Guest Experience

What is the overall guest appeal and payoff? Is it a compelling experience?

Innovation/Originality

Does it demonstrate a new approach or technology, which advances the industry? Is it fresh thinking or derivative?

Creativity

What is the overall quality of the design intent and execution?

Viability

Does it work? Is it practical?

• Special Criteria for the AOA on Limited Budget

- Take a look at the tip sheet, the criteria are outlined in the submission information.

• Special Criteria for the AOA in Breakthrough Innovation

The Thea Awards committee reviewing nominations in this category uses the following criteria to judge the submissions:

• Benefit to the Industry

This refers to the benefits other professionals in Themed Entertainment, Experience Design and related industries can receive by having this particular technology available to them.

• Benefit to Guests

The Themed Entertainment, Experience Design and related industries are dedicated to creating high quality guest experiences.

• Evolution vs. Revolution

Most technical “innovation” is actually built upon previous technologies and/or a recombining of existing technologies. There are, in some cases, examples of higher “risk taking” and the development of completely new technologies to service technical issues facing the Themed Entertainment, Experience Design and related industries.

• Design & Presentation

Within this category, technologies are examined for overall professional appearance. Engineering and general manufacturing of the technology and the presentation of the finished product must all be considered.

- **Special Criteria for the Thea Classic Award**

- The Thea Awards rules specify that the achievement selected to receive the Thea Classic Award should have “stood the test of time.” This will usually mean the achievement is at least 20 years old and is still in operation.

- **Special Criteria for the Thea Lifetime Achievement Award**

- **The nominee’s contribution(s) to compelling places and experiences exemplify the highest standards of excellence and achievement associated with those who create compelling places and experiences.**

- **Spokesperson** - The Nominee would be an outstanding public example and spokesperson for excellence in creating compelling places and experiences.

- **Active** - The Nominee is still alive and active in their field. (We would prefer they not be retired, but officially retired candidates may be considered provided they are still very active in their field. No posthumous awards.)

- **Popular Support** - The Nominee should be well known, respected and admired throughout the industries involved with creating compelling places and experiences.



THEA 2010 NOMINATION TIP SHEET

How to Improve Your Chances of Being a
Thea Awards Recipient
2010 Judging Cycle Edition



If you are recommending an achievement for a Thea Award, here are some suggestions that may improve your chances.

Whenever possible, the Thea Awards Nominating Committee will try to personally visit the achievement under consideration, during their regular business travel. Although personal visits are not always possible, this is not a barrier. Every year Thea Awards are given to several projects that were not personally visited by the judges.

With or without a personal visit, the way you prepare your submission can make a big difference in how it is evaluated.

1. **INFORMATION TO INCLUDE**

In writing up your nomination please be sure to explain:

- What is new or breakthrough about the achievement. If the committee can't determine what is/was new, they can't recommend an award.
- How is this achievement different? Sometimes it feels like a major achievement just to finish and open a project. It may be unique in your region. But to receive a Thea Award, a project must represent excellence on an international basis. So please communicate what is truly unique and unusually excellent about the achievement you are submitting.
- If this is a re-theming or refurbishing of an attraction that existed before, don't just show the new parts, show the before and after. What was changed?
- If this is a new technology, don't present the entire idea as new if only one aspect is new. What part of it is new? What existed before? What are the new benefits? What can be done now that could not be done before and what does that mean to the creators and consumers of themed entertainment?
- If you are submitting an "action theater" concept such as "Honey I Shrank the Audience" (a previous Thea Award recipient), be sure to describe or show any in-theater effects. Otherwise the committee will have to assume it is only a movie and that there are no theatrical effects in the audience.
- Read the Nomination Form carefully. Each year the Committee receives forms from people who did not read the instructions. For example:
 - The Thea Award for Lifetime Achievement is for a person. Do not nominate a technology, an attraction or a theme park in this category.
 - All project budgets are limited, the Thea category for Outstanding Achievement on a Limited Budget covers projects produced for under \$ 5 million. See below for what is/is not included in that \$5 million.

2. THE VIDEO/DVD

A high quality video/DVD is not required, but it is **highly recommended**. In evaluating each nomination, it is important that the Awards Committee gets a strong sense of the typical guest experience in order to understand why a nomination represents an outstanding achievement. Committee members always prefer to visit a nominated project, but in cases where they cannot or have not, a short VHS/DVD that highlights the entire key show elements in sequence is an effective way to communicate the visitor experience.

The most helpful videos tend to have these characteristics:

- They are short, 5 to 10 minutes long.
- They often (but not always) start with a brief overall description, providing a context for the achievement, where is it located, what were the objectives, etc.
- They clearly show what a typical visitor experience would be like from start to finish. For example:
 - Show the building exterior with guests arriving.
 - Show the attraction entrance with people going in.
 - Provide a view of each space inside, with people entering, leaving, etc. boarding a ride, moving on it, exiting, etc.
 - Show what the audience sees, hears and experiences in each space. Tell the story. You can summarize what happens or verbally narrate effects that don't play on the video.
 - It is okay to abridge as long as you communicate the basic experience.
- Summarize what the experience was about.
- Showing happy, enthusiastic guests is a big plus.
- Some Electronic Press Kits or air-checks from local TV news coverage can be helpful, if they show the things listed above.

FYI: less helpful material includes:

- Lots of fast cuts of project highlights that fail to show a clear view of the guest experience.
- Videos **limited to** shots of the show on stage, which provide no views of the guests in the presentation space. This kind of video is often received for simulator attractions – showing only the film. This is fine if only the film is being considered, but if the entire attraction is nominated, it is more effective to show the overall guest experience.
- Television commercials tend to be visual teasers and don't truly convey the guest experience. This is particularly challenging when they sometimes use images that are not part of the actual attraction or achievement.
- Including lots of behind-the-scenes or "making of" footage is not helpful unless it explains some unique aspect of the project or the guest experience.
- Do not show one-time events such as a grand opening, unless the nominated achievement is a Grand Opening. Instead, communicate the every day guest experience.

It is not necessary to professionally produce your video

Footage shot on a "prosumer" miniDV/camcorder is great, as long as it conveys the overall attraction. DVD/VHS/Half-inch NTSC format are the most convenient formats. Digital files are most appreciated. PAL tapes and Beta formats are less convenient, but if this is all you have, please send it. Should your submission be selected for a Thea Award, you will be asked to provide higher "broadcast" quality video for the thea Awards Gala ceremonies.

3. STILL PHOTOS

As an alternative or as a supplement to the video, it can also be helpful to create a visual storybook that illustrates the achievement from the point of view of the guest. It does not have to be lavishly prepared. Of course you can submit these as a CD/DVD/Powerpoint presentation as well.

As with the video, convey:

- The outside of the attraction.
- The entrance with people coming in.
- Each area with people moving through, experiencing the attraction.
- What do the visitors see and experience? How do they experience it?

Not helpful:

- A portfolio of "catalog" pictures of artifacts or displays **taken** from a museum or exhibition. Instead, show how the objects were displayed and how guests experienced them.
- A portfolio with too many behind-the-scenes shots of the exhibit creation process. It is good to have some, but remember to mainly show the guest experience.

4. EXCELLENCE ON A LIMITED BUDGET

The Thea Award for Excellence on a Limited Budget is reserved for projects created for budgets **totaling** less than US\$ 5,000,000. That budget does **not** have to include the base building, land acquisition costs or financing, but it **does** have to include just about everything else, **including** the following costs:

- Concept Development
- Design (show, architectural and all other design)
- Engineering (all types)
- Fabrication (sets, props, figures, casework, facades, etc.)
- Systems (lights, computers, dimmers, special effects, projectors, animatronics, etc.)
- Ride Systems
- Media Production (including media systems)
- Installation
- Programming
- Rehearsal
- Creative Leadership and Direction
- Production Management
- Reimbursables (such as printing, travel, etc.)
- Etc.

Whenever possible, candidates are encouraged to submit a one or at most two page budget summary for the project, showing actual costs. You do not have to use the above categories as your breakdown, but you **should convey that** these areas are included in your total cost summary.

In cases where the achievement is a rehab or remodel of a pre-existing attraction, it is especially important to explain what existed before (and therefore not included in the budget) and what is new (and therefore part of the US\$ 5,000,000.)

5. ACHIEVEMENTS OUTSIDE THE USA

The Thea Awards are a symbol of international excellence. To maintain this, the Thea Awards Nominating Committee is especially interested in soliciting and encouraging achievements located outside the USA. We try to make allowances for the distance, time and language barriers in order to give all nominations fair consideration.

Tips and suggestions:

- You do **not** have to be a member of the TEA in order to be eligible. Nominations outside the US are a big plus.
- Involving vendors or creative contributors who are outside the US is a plus.
- Have interviewed participants and guests speak in their own language but provide English translations.
- On the video, voice translation is the best. Subtitles are almost as effective. If the translation is on a separate document, at minimum provide a summary in English and attach it to the videotape or DVD box.

We on the THEA Awards Nominating Committee are looking forward to your submission.

If you have any additional questions, please feel free to contact Gene Jeffers at

The TEA, +1 818 843-8497 or email Gene@TEAconnect.org

Larry Wyatt

Thea 2010 Awards Nomination Committee Chair

LWyatt@MSIDesign.com



The TEA's Thea Awards Nomination Ballot



Eligibility period (except for Lifetime Achievement and Classic Awards):
Projects that opened to the public or Events that occurred between
July 1, 2008 – June 30, 2010

DEADLINE FOR RECEIPT OF NOMINATIONS: July 8, 2010, 5:00 pm

Complete rules available at www.teaconnect.org and are included in a PDF download.
Nominations may be made in one or all of the following areas. Please use a separate form for each nomination.

Please tell us who you are:

Nominator's Name : _____

Title: _____

Address : _____

Company : _____

Phone : _____ Fax : _____

EMAIL: _____

***** PLEASE COPY THIS FORM AND ATTACH ADDITIONAL PAGES AS NEEDED*****

SEND ALL NOMINATIONS WITH SUPPORTING MATERIALS TO:

THEA AWARDS NOMINATING COMMITTEE c/o TEA
150 E. Olive Ave., #306, Burbank, CA 91502 USA

FAX: (818) 843-8477 or email to Gene@TEAConnect.org

Materials Must be RECEIVED By 5:00 pm Pacific Time, July 8, 2010



NOMINATION: THEA AWARD FOR OUTSTANDING ACHIEVEMENT

The Thea Award for Outstanding Achievement (AOA) is for projects or live events that represent the highest standards of excellence and innovation in the arts and sciences of creating compelling places and experiences.



Project Title and Description:

Opening or Event Date: _____ (Eligibility dates: 7/1/2008 to 6/30/2010)

Budget (if you know it): _____

Why This Project/Event, And What Is Outstanding Or Breakthrough?

Project Owner/Developer: _____

Address: _____

Phone: _____ **Fax:** _____

EMAIL: _____

Contact Person: _____ **Title:** _____

Type Of Project:

- | | |
|---|--|
| <input type="checkbox"/> Aquarium | <input type="checkbox"/> Show Spectacular/Live Event |
| <input type="checkbox"/> Attraction | <input type="checkbox"/> Theme Park |
| <input type="checkbox"/> Breakthrough Innovation/Technology | <input type="checkbox"/> Themed Retail |
| <input type="checkbox"/> Casino | <input type="checkbox"/> Themed Restaurant |
| <input type="checkbox"/> Corporate Brand Land | <input type="checkbox"/> Visitor Center |
| <input type="checkbox"/> FEC | <input type="checkbox"/> Water Park Marine Park |
| <input type="checkbox"/> Heritage Center | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Worlds Fair /Expo | <input type="checkbox"/> Science/Discovery Center |
| <input type="checkbox"/> Zoo | Other _____ |

Limited Budget (Under US\$5 Million) Project Budget: _____

Supporting Materials Included With This Nomination:

- DVD
 VHS
 Photos
 Press Kit
 Written Description
 Other: _____



NOMINATION: THEA LIFETIME ACHIEVEMENT AWARD

The Thea Lifetime Achievement Award is for an individual who has made an outstanding contribution to the creation of compelling places and experiences and exemplifies the highest standards of excellence and achievement.



I nominate _____ for the following reasons:

Please attach as much additional information as you can, as well as suggestions for contacts for additional materials.



NOMINATION: THEA CLASSIC AWARD

The Thea Classic Award is for outstanding achievement in the creation of compelling places and experiences from the past, which in its day set new standards and has stood the test of time. Must still be open to the public as of June 30, 2010.



I nominate _____,
located at _____ for the following reasons:

Please attach whatever information you can access or assist the Committee by providing contacts should they be available to you.

Nominator's Name: _____
Title: _____
Address: _____
Company: _____
Phone: _____ Fax: _____
EMAIL: _____

***** PLEASE COPY THIS FORM AND ATTACH ADDITIONAL PAGES AS NEEDED*****

Send All Nominations By July8, 2010 With Supporting Materials To:

THEA Awards Nominating Committee c/o TEA
150 E. Olive Ave., #306, Burbank, CA 91502

FAX: (818) 843-8477 or email to Gene@TEAConnect.org

**The TEA's
THEA Awards Program
2010 Rules**

Honoring Achievements in the Period
July 1, 2008 thru June 30, 2010

This document outlines the rules and procedures for the 2010 THEA Awards judging and its Awards Nominating Committee. This applies to achievements first opened to the public between July 1, 2008 and June 30, 2010 inclusive, and other awards to be presented at the banquet in early 2011.

I. THE AWARDS PROGRAM

A. Objective:

To find excellence and celebrate it. The TEA Thea Awards Program was created to call attention to excellence in the creation and production of compelling places and experiences as well as to promote public discussion, awareness and respect for the arts and sciences that create and produce compelling places and experiences.

The giving of awards is not a judgment that separates winners from losers, but rather an annual selection that publicly exemplifies the highest standards of excellence and achievement which the public at large and the industry itself should associate with the artists and technicians who create compelling places and experiences.

The TEA Thea Awards Program recognizes the writers, producers, artists, architects, technicians, engineers, designers and economists, who invent, create and produce the attractions, whether they contract to the owners as independent producers or sub contractors or are employed as in-house creative staff. The TEA Thea Awards Program is specifically focused not on the owners, financiers, managers and operators of themed attractions who are already well served by IAAPA.

B. Award Categories:

Awards will be considered in these categories, which are described in more detail later in this document:

- Thea Lifetime Achievement Award (usually 1 per year)
- Thea Classic Award (usually 1 per year)
- Thea Award for Outstanding Achievement (the "AOA") (Several per year, including up to one AOA in the "special discretionary" option described further below.)
- Thea Award for Outstanding Achievement on a Limited Budget (a special form of the "AOA" – several per year)
- Thea Award for Outstanding Achievement in Breakthrough Innovation (usually 1 per year if warranted)

There are **no** required recurring sub-categories. The Awards Nominating Committee should nominate outstanding achievements of whatever kind and in whatever number they occur. The sub-categories will be reinvented to reflect the achievements.

As a reminder, to assure generous consideration of all fields, the Awards Nominating Committee will consider achievements in these and other fields:.

Aquariums	Family Entertainment	Science Centers	Themed Retail
Attractions	Centers	Shows	Visitor Centers
Breakthrough Innovation	Heritage Centers	Spectaculars	Water Parks
Casinos	Museums	Traveling Exhibitions	World Fairs
Corporate Brand	Marine Parks	Theme Parks	Zoos
Experiences		Themed Restaurants	Other: _____

These award sub-categories are not a requirement, but only a starting point to encourage the generous consideration of many types of projects. The Awards Nominating Committee has tremendous latitude to achieve the objective of the awards, as described above. In a given year the Committee may decide not to present an award in a given sub-category. Or the Awards Nominating Committee may decide to add a category, provided it is consistent with the objective of the TEA Thea Awards Program. The Awards

Nominating Committee may award multiple achievers, or no achievers, from any of these various project types and may, at any time, develop additional descriptions depending on the types of projects submitted for consideration.

When presented to the International Board, each Final Nominee will be assigned a sub-category selected or invented by the Awards Nominating Committee, to help differentiate the various recipients.

C. Eligibility:

The AOA is intended to honor the achievements of the suppliers, inventors and creators of compelling places and experiences.

The AOA will not be awarded to the achievements specific to owners, financiers or operators except to the extent that those achievements and achievers are directly and personally involved in the original invention or creation of compelling places or experiences. (For example, no awards for best park operations.) The achievements of in-house creative staff working for an owner/operator (for example: WDI) are eligible provided they meet all the other qualifications.

Membership in the TEA is not required for any award in any category.

D. Eligibility Period:

To be eligible, all nominated achievements must have opened or been first presented to the general public during the award cycle period defined at the beginning of this document. In most years, this gives each achievement a two-year window of eligibility. This two-year eligibility window is thought useful to allow more time for news of achievements to reach the Awards Nominating Committee. Achievements considered and rejected in their first year of eligibility may be reconsidered in their second—providing they still meet the award cycle date criteria. There is no two-year eligibility limit on the Lifetime Achievement Award, the THEA Classic Award, or the “special discretionary” option. An award for Breakthrough Innovation should be limited to innovations that came into use in compelling places and experiences during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace, or technical achievements which, in the opinion of the committee, exhibit technical leadership or which WILL soon provide new technical possibilities to the industry. Within the eligibility period it does not matter how long an achievement was open. Some achievements might run a single season or an hour.

E. Number of annual AOA's:

There is no set number of AOA awards. The objective of the AOA is not to separate winners from losers but rather to find excellence and celebrate it. Neither the Awards Nominating Committee nor the TEA International Board is required to award a minimum or maximum number, but it is suggested that there be a minimum of 6 and a maximum of 16 awards per award cycle, including all categories: Lifetime Achievement, THEA Classic, AOA's and Excellence on a Limited Budget. The total number of awards may exceed 16 only at the sole option of the International Board, based on recommendations from the Awards Nominating Committee.

II. ADDITIONAL INFORMATION ABOUT THE AWARD CATEGORIES AND CRITERIA

A. THEA Lifetime Achievement Award:

The THEA Lifetime Achievement Award is given once each award cycle to a single person. It can be given for “Lifetime Achievement” or for “Outstanding Contribution(s) to the Compelling Places and Experiences Industry”, to an individual who meets these qualifications:

1. The nominee's contribution(s) to compelling places and experiences exemplify the highest standards of excellence and achievement associated with those who create compelling places and experiences.

2. Spokesperson - The Nominee should be an outstanding public example and spokesperson for excellence in compelling places and experiences.

3. Active - The Nominee should be alive and active in their field. (We would prefer they not be retired, but officially retired candidates may be considered provided they are still very active in their field. No posthumous awards.)

4. **Popular Support** - The Nominee should be well known, respected and admired throughout the compelling places and experiences industry to insure both popular acceptance and (equally important) a good turn out at the Awards Ceremony.

5. **Award Ceremony** - The Nominee should be available, able and willing to subject themselves to the ordeal of the presentation at the Awards Ceremony.

6. **Awards Nominating Committee** - The Nominee must be willing and able to serve on the Awards Nominating Committee for a **minimum** of three years, during which time it is expected that they will remain knowledgeable about the latest developments in the industry so that they can make responsible recommendations regarding awards. (The term doesn't end after three years. All past recipients of the THEA Lifetime Achievement Award become members of the Awards Nominating Committee for life.)

7. **Conflict of Interest** - No member of the then-current Awards Nominating Committee may nominate themselves for a THEA Lifetime Achievement Award. No nominee may be present at the TEA International Board Meeting when his or her name is placed in nomination, discussed or voted on. If a current TEA International Board Member is to be nominated, they must leave the International Board Meeting during the nomination, discussion and voting.

8. **Achievers from Other Fields** - The TEA Awards Program is supposed to be specifically focused not on the owners, financiers, managers and operators of compelling places and experiences who are already well honored by the IAAPA Hall of Fame. In its first round, therefore, the Awards Nominating Committee must consider only candidates who create or produce compelling places and experiences, such as writers, producers, artists, architects, technicians, engineers, designers and economists who invent, create and produce the attractions, whether they contract to the owners as independent producers or sub contractors or are employed as in-house creative staff. For a definition of "compelling places and experiences," the Awards Nominating Committee should look at the list of TEA members to see what kinds of projects large numbers of the members seem to have in common, including but not limited to Location Based Entertainment, Theme Parks, Marine Parks, World Fairs, Museums, Visitor Centers, etc.. If, after thoroughly considering only candidates in these categories, the Awards Nominating Committee cannot agree on a THEA Lifetime Achievement nominee, the Awards Nominating Committee may consider achievers from related fields with a lesser connection to "Compelling Places and Experiences" or they may consider changing the sub-title of the award to suit the Achiever to be honored that year. Final authority to approve or reject such departures rests with the International Board. This option applies only to the THEA Lifetime Achievement Award and does not apply to the Award of Outstanding Achievement described below.

B. THEA Classic Award:

The THEA Classic Award will be given to an outstanding "compelling place and experience" achievement from the past, which set new standards and which has stood the test of time. "Test of Time" while not a hard and fast rule is generally understood by the committee to mean minimum of 20 years in operation. However, to be considered for this award, the achievement or attraction must still be in existence, use or operation during the two-year eligibility period which applicable to the other awards being given out at the same program. The THEA Classic Award is not limited to projects opening in the previous two years. In all other ways, it is subject to all the same rules governing the "AOA" Awards.

C. THEA Award for Outstanding Achievement:

The AOA Award will be given to achievements, rather than to any individual or company. An AOA can be awarded to outstanding achievement in any area of the TEA that meets the following criteria:

The achievement exemplifies the highest standards of excellence associated with the arts and sciences of creating compelling places and experiences.

D. Thea Award for Outstanding Achievement on a Limited Budget:

The "AOA" for Excellence on a Limited Budget is subject to the same rules described for the AOA Awards, but the eligible candidates are limited to projects created for budgets less than US\$5 million.

- Projects costing less than US\$5 million are highly encouraged to submit a cost summary (confirming actual final costs) as it may increase their chances of receiving an award.
- Projects that do not qualify for or that do not wish to be considered in the Limited Budget category are not required to submit a cost summary.

Budget items to be included in the cost summary:

- Concept Development
- Design (show, architectural and all other design)
- Engineering (all types)
- Interior/exterior construction and finishes other than the base building
- Fabrication (sets, props, figures, casework, facades, etc.)
- Systems (lights, computers, dimmers, special effects, projectors, animatronics, etc.)
- Ride Systems
- Media Production (including media systems)
- Installation
- Programming
- Rehearsal
- Creative Leadership and Direction
- Production Management
- Reimbursables (such as printing, travel, etc.)
- Etc .

Budget items excluded from the US \$5 million limit:

- Base building
- Land acquisition costs
- Financing.

When nominating traveling exhibits, the itemized costs should include all costs up to and including delivery, installation, completion and opening of the exhibit in its first venue. The cost summary should not include the operating expenses or the costs of moving the exhibit to its second location.

Recipients in the Limited Budget category may request that their statuette contain the words "on a Limited Budget." In the absence of a specific request, their statuette will not contain the words, "on a Limited Budget."

E. THEA Award for Outstanding Achievement in Breakthrough Innovation:

This is another form of the "AOA." It is usually reserved for a new idea or technical innovation that broadly improves our entire industry or many parts of our industry, or which otherwise advances the arts and sciences of compelling places and experiences. An award for Breakthrough Innovation should be limited to innovations that came into general use in compelling places and experiences during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace. Some years no award is given in this category. Other year's one award may be given.

In assessing nominations in this category the following criteria are considered:

- **Benefit to the Industry**
This refers to the benefits other professionals who create compelling places and experiences can receive by having this particular technology available to them.
- **Benefit to Guests**
The creators of compelling places and experiences are dedicated to creating high quality guest experiences.
- **Evolution vs. Revolution**
Most technical "innovation" is actually built upon previous technologies and/or a recombining of existing technologies. There are, in some cases, examples of higher "risk taking" and the

development of completely new technologies to service technical issues facing the creators of compelling places and experiences.

- **Design & Presentation**

Within this category, technologies are examined for overall professional appearance. Engineering and general manufacturing of the technology and the presentation of the finished product must all be considered

F. The AOA “special discretionary” Option

Every so often an achievement comes along that does not fit the existing rules regarding Thea Award time limits or eligibility. Therefore, subject to all the normal nomination, judging and approval processes, this “special discretionary” option allows for up to one AOA award per year, which may be at variance with the limits on eligibility dates or other technicalities. If awarded, this award should not be called a “special discretionary” award; it is an otherwise normal AOA award. Like other AOA awards, it should be assigned an appropriate category name as further described in Section B above.

III. NOTIFICATION AND CONFIRMATION OF RECIPIENTS

After TEA International Board confirmation (usually in the month of October), the provisional recipients will be contacted (by the TEA President and/or Executive Director), congratulated and told they are a “provisional recipient.” To actually receive the award, they must do three things:

1. They must provide the TEA with an official list of credits for the achievement. (This does not apply to Thea Lifetime Achievement Award honorees.) The TEA recognizes that the length of the credits list may be shorter for a technical invention or longer for a major attraction. The TEA will encourage recipients to follow precedents set by previous recipients by including outside vendors and others in a comprehensive and generous credit list.
2. They must appoint one, or a maximum of two, representatives to attend the Awards Ceremony to accept the award on behalf of everyone involved in the achievement. Please read a more detailed description of these representatives and their responsibilities Section IV. A.
3. They must approve the sub-category assigned to them or reach agreement with both the Chairman of the Nominating Committee and the President of the TEA on an alternate sub-category.

If any of these three requirements is not met, the TEA International Board has the option of withdrawing the offer of the award.

After compliance with these three requirements is confirmed, the AOA recipients will be publicly announced by the International Board (usually during IAAPA in November), but at least 60 days before the Award Ceremony. At the Thea Award Ceremony, there will be no surprise announcements of recipients.

IV. THEA AWARD: WORDING AND ACCEPTANCE

A. Who Accepts a Thea Award for Outstanding Achievement (The “AOA” Award):

The AOA Award will be given to achievements, rather than to any individual or company. The owner of the achievement (usually the owner/operator of the attraction or the owner/distributor of the patent in the case of a breakthrough innovation) will be asked to officially appoint two representatives of the achievement team to attend the awards ceremony and officially accept the award on behalf of everyone who contributed to the achievement. One of these acceptors must be a high-ranking member of the ownership team such as an owner, senior executive, museum director, etc. The other of these two acceptors must be a member of the actual creative working/production team such as show producer, show director, etc. Eligible creative team acceptors will not include owners or staff personnel such as developers, financiers, general managers, operators, executives, owner’s project managers, museum directors, curators, etc.

Although up to two achievement representatives may be appointed to accept, only one trophy will be given. This trophy will belong to the owner. It will be the owner’s responsibility to collect the trophy from their representative(s).

If, prior to the awards ceremony, there is any controversy concerning who is the owner of the achievement, the TEA International Board of Directors will consider the question in good faith and render a final judgment as to who is the owner for the purpose of accepting the award.

The full size AOA Award (including the regular AOA and the AOA on a Limited Budget, paid for by the TEA and presented to the owner at the ceremony will say:

**This Thea Award for Outstanding Achievement
is presented to**
_____ *(name of the achievement)* _____
**which has been judged to represent the highest standards of
excellence and achievement associated with
the arts and sciences of themed entertainment**
_____ *(date)* _____

Notice these critical points:

- The award is presented to the achievement, not the owner.
- The owner's name does not appear on the award.
- The words "on a Limited Budget" do not appear on the award unless both of the following are true: 1) The recipient specifically requests it, and 2) The achievement qualifies in the judgment of the Nominating Committee.

In the case of an award for Achievement in Breakthrough Innovation the full size AOA Award will say:

**This Thea Award for Outstanding Technical Achievement
is presented to**
_____ *(name of the technical achievement)* _____
**which has been judged to represent the highest standards of
excellence and achievement associated with
the arts and sciences of themed entertainment.**
_____ *(date)* _____

Again, notice these critical points:

- The award is presented to the technical achievement, not the owner and not the inventor.
- Neither the owner's name nor the inventor's name appears on the award.

The full size Thea Classic Award will say:

**This Thea Classic Award
is presented to**
_____ *(name of the achievement)* _____
**which has stood the test of time and represents the highest
standards of excellence and achievement associated with
the arts and sciences of themed entertainment**
_____ *(date)* _____

Notice these critical points:

- The award is presented to the achievement, not the owner.
- The owner's name does not appear on the award.

The Lifetime Achievement Award itself will say:

**This Thea Award for Lifetime Achievement
is presented to**
_____ *(name of the achiever)* _____
**Whose career and contributions to his (her) field
have been judged by his (her) peers to represent
the highest standards of excellence and creative achievement
associated with
the arts and sciences of themed entertainment**
_____ *(date)* _____

Notice this critical point:

- This is the only regular (full size) Thea Award where the achiever's name appears on the award.

B. Team Member Awards:

Each achievement will be given one copy of the full size AOA Award, paid for by the TEA. This full size copy will be presented to the representative(s) chosen by the owner of the achievement, as Section IV.A.

Although not required, the TEA expects *and hopes* that both individuals and companies credited as contributors to an achievement that receives an AOA, will purchase a team member award of the AOA. The engraving on the team member award will clearly and accurately state the buyer's credit or relationship to the achievement. For example:

<p style="text-align:center">This Thea Award for Outstanding Achievement is presented to _____ (name of the achievement) _____ _____ (date) _____ _____ (name of contributor) _____ _____ (contributor's verified credit) _____</p>

Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must be immediately followed by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).
- The category will not be named unless specifically requested by the purchaser. If named it would come between the first and second lines.
- There is no difference between the duplicate award for a regular AOA and a duplicate Limited Budget AOA. The words "on a Limited Budget" will not appear on either the original statuette or on duplicates unless specifically requested by the recipient or purchaser.

<p style="text-align:center">The Thea Award for Technical Achievement is presented to _____ (name of the achievement) _____ _____ (date) _____ _____ (name of contributor) _____ _____ (contributor's verified credit) _____</p>
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Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must be immediately followed by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).

<p style="text-align:center">The Thea Classic Award is presented to _____ (name of the achievement) _____ _____ (date) _____ _____ (name of contributor) _____ _____ (contributor's verified credit) _____</p>
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Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor's name must be immediately followed by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).

Except in cases specifically approved by the TEA International Board, the credits appearing on every team member award must be accurately based on the credits appearing on the official credit list supplied to the TEA by the owner of the achievement. Credits on file with the TEA may be modified only by the owner of the achievement.

Who can buy a team member award: Project team members (companies or individuals) can purchase team member awards from the TEA, provided they are listed in that official project credit list.

V. THEA AWARD – USE IN ADVERTISING AND PR

Although not required, the TEA expects *and hopes* that both individuals and companies connected to the achievement honored by an AOA, will promote themselves by advertising their connection to the achievement. However, advertisers are required (if they advertise or issue publicity) to advertise and

communicate accurately and to not misrepresent the Achievement or the AOA award by either omission or commission. This includes but is not limited to:

- The Achievement must be advertised as it appears on the AOA award. It must state that the award went to the achievement and it must name that achievement. Example: If the Achievement was for the invention of a new 3-D process used in a new show, the advertising and promotional material must not suggest or allow the reader to assume that the entire show has received the award.
- The credits must be accurate. If the ad is for a subcontractor such as Smith's Scenery, the advertising must not suggest or allow the reader to assume that Smith's Scenery produced the entire show or individually won the award. This applies equally to owners. If an attraction at Smith World Theme Park receives an award, the advertising must be clear that the attraction received the award. It must not suggest or allow the reader to assume that Smith World won the award.
- The meaning of the award must not be misrepresented. Example: The AOA Award is never for "the" outstanding achievement of the year, but simply recognizes an outstanding achievement.
- No advertising, announcements or press releases may take place before the official announcement of the recipients by the TEA International Board of Directors.

VI. THE AWARDS NOMINATING COMMITTEE

A. Conduct of the Committee:

Members of the Awards Nominating Committee will conduct themselves in accordance with the highest standards of professional ethics and professional courtesy. All conversations and decisions taken by the committee in session are strictly confidential. Under no circumstance is a member of the committee to discuss how or why the committee's specific decisions were reached.

B. Conflict of Interest:

Unlike the Thea Lifetime Achievement Award, members of the Awards Nominating Committee remain eligible for an AOA Award provided the protocol in this Section is followed. This applies to achievements created by or with the involvement of a member of the Committee or the company they work for.

The committee member must declare their conflict of interest and excuse themselves (i.e. leave the room) during the portion of the Awards Nominating Committee meeting in which the proposed nomination is discussed. They may not present their achievement, participate in the discussion or even answer questions regarding their project during a Committee meeting. They may not vote for their own nomination or the nomination of a project that they or their company worked on. Nomination will be by a simple majority of those remaining.

Any nominee (including nominated International Board Members) present at the TEA International Board Meeting must excuse themselves (i.e. leave the room) during that portion of the TEA International Board of Directors meeting in which their own nomination (or the nomination of an achievement they worked on) is presented, discussed and either approved or rejected.

These same no-participation rules should apply to Awards Nomination Committee Members or International Board Members who are currently employed by a company that contributed to the achievement regardless of whether or not they personally worked on the achievement.

The more complex achievements in compelling places and experiences (such as an entire theme park) frequently involve large percentages of the industry and therefore the no-participation rules should be a matter of personal judgment if the person's connection to the project is remote. On the other hand, even the slightest conflict of interest should be declared. Again, the emphasis for awarding AOA's should be a generous celebration rather than a judgment.

C. Committee Membership and Terms:

The Awards Nominating Committee will include:

All living past recipients of the Thea Lifetime Achievement Award. At this writing this includes Buzz Price (94), Marty Sklar (95), Don Iwerks (97), Bob Gurr (99), Tony Baxter (01), Jon Jerde (02), Barry Upson

(04), Yves Pepin (05), Bob Rogers (06) Jack Rouse (07), Robert Ward (08) and Mark Fuller (09), plus Monty Lunde, recipient of a Thea Lifetime Achievement Award with a one-of-a-kind sub-title: Outstanding Individual (96). Their terms never expire and are not subject to re-appointment. Unlike other members of the Awards Nominating Committee, they may serve as a committee member, Vice Chairman or Chairman, even if they are also members of a TEA International or Divisional Board of Directors. Lifetime Achievement Committee members may not resign. If they become inactive for a while, they can reactivate whenever they wish.

Plus:

One Board Liaison Member representing the TEA International Board, appointed by the TEA International Board for a one-year term starting at the end of the IAAPA Trade Show. This Board Liaison Member can be (but does not have to be) a member of a TEA Board (International and/or Divisional). This person is a non-voting member of the Awards Nominating Committee.

Plus:

Nine Members at Large – Three will be appointed each year. Each will serve a three-year term. Members at Large must not be members of the TEA International Board of Directors or members of a TEA Divisional Board. (This places the responsibility squarely on the Awards Nominating Committee, along with the blame for an unpopular award, thus reducing the political pressure on the popularly elected International Board concerning awards.)

D. Term limits:

Members at Large may be reappointed for a second consecutive three year term, after which they must take at least one year off. (If an Awards Nominating Committee Member was appointed to serve out the remaining two years of a term, they are eligible for only one more additional consecutive three year term before needing to take a year off. But if they were appointed to serve out the remaining one year of a term, they are eligible for an additional two more consecutive three year terms before needing to take a year off.) After taking a year off, they are again fully eligible for membership in accordance with the usual process.

Extensions for the Chair:

We want to insure that the incoming Committee Chair remains a part of the Committee. The pre-designated Chair, (who was elected Vice-Chair for the previous year) will continue to be a member of the Committee even if their term or term limit has expired. Therefore, if the incoming Chair has just completed the third year of their term as a Member at Large, and if they have not been reappointed as a Member at Large for another three year term, or if they have reached their term limit, then the incoming Chair's term as a Member at Large will automatically be extended for one additional year. At the end of such a Chair's special circumstances year, his or her replacement Member at Large will be appointed to serve the remaining two years of the extended Chair's term, so that the nine terms are once again synchronized with three ending each calendar year. If such a Chair's special circumstance year came at the end of their term limit, then after taking one year off, such a Chair is once again eligible to begin a new service cycle on the committee. If the Committee Chair resigns or becomes ineligible, the Committee will elect a new Chair by popular vote of those remaining.

E. New member nomination:

Each September, the Committee will, by majority vote, nominate three proposed Members at Large to fill the open seats for three-year terms. These nominees will be individually confirmed by a vote of the outgoing TEA International Board. In the event that the TEA International Board declines to approve a nominee, the Committee Chair and/or Vice Chair will meet with the President of the TEA International Board, and use their sincere best efforts to agree on a substitute candidate which the Committee can nominate and which the TEA International Board can confirm. If, by the end of the IAAPA Trade Show, there is no agreement between the Committee and the TEA International Board, or if the TEA International Board has failed to approve the nominee(s) for any reason, then the Committee may fill the remaining vacancies by majority vote of the Committee.

F. Member resignation/ineligibility:

In the event a Member at Large resigns, or becomes ineligible by becoming a TEA International Board Member or Divisional Board Member, a replacement may be appointed by majority vote of the Committee, to serve out the remainder of the term. If a Member at Large misses 3 or more meetings in a

single judging cycle, the Committee may, at the Committee's option, require their resignation and replace them by majority vote.

G. Advisor Members:

At any time during the judging cycle, the Awards Nominating Committee may appoint by majority vote, non-voting advisors who may serve on temporary sub-committees, providing expert evaluations, but they may not be present during the full Awards Nominating Committee's deliberations, nor may they vote. Such sub-committee advisors do not have to be members of the Awards Nominating Committee, but they must not be members of the TEA International Board. All Advisor Members are appointed for service within the current judging cycle and do not automatically carry forward into future years unless separately reappointed by the committee each year.

H. Nomination Eligibility Guidelines for the Committee:

As a reminder, after much discussion over the years, the following have been deemed by the committee to be outside "our industry", i.e. not eligible for a Thea Award, or better served by another award-granting organization. This is meant only as a reminder of previously determined criteria and is written down here only to "remind" the committee of what they have decided. The committee may at any time change its mind.

- Single screen films/ large format (IMAX) or otherwise are not eligible unless the film is 1) considered and nominated as part of a complete attraction/experience, or 2) enhanced by other experiential elements or immersive effects/elements, such as (but not limited to) in-theater effects such as in a 4-D theater, or 3) in the opinion of the Award Nominating Committee there are other considerations that make this achievement part of our industry as opposed to the Motion Picture Academy. Multi-screen films **are** (!) eligible if playing in a venue considered by the Nominating Committee as part of our industry. Example: A 9-screen Circlevision film.
- Individual crafts that are part of a project such as direction, writing, production, art direction, lighting design (architectural or entertainment) etc. are not individually eligible.

I. The Committee Nomination Process Guidelines:

The awards cycle will start with IAAPA. It is envisioned that the slate of Thea award recipients will be announced publicly at IAAPA. If possible the following year's nomination form will be available at IAAPA and distributed. If they have not previously done so by the conclusion of IAAPA, the TEA International Board should have confirmed the three incoming or renewing Members at Large and the TEA International Board Liaison member of the Awards Nominating Committee in a letter to the pre-designated Awards Committee Chairman who will send out the appointment notifications.

Note: If, by the end of the IAAPA Trade Show, there is no agreement between the Committee and the TEA International Board, or if the TEA International Board has failed to approve the nominee(s) for any reason, then the Committee may fill the remaining vacancies by majority vote of the Committee.

The Committee may at its discretion revise both the call for nominations and any rules updates at the conclusion of its current judging cycle. These may be presented to the Board in the October meeting. It is hoped that the Association's Web site will be updated in a timely manner so that the most current Nomination Forms and Awards Information are available on the web site at all times.

If for some reason the updating of forms and rules is delayed, this shall be completed no later than the first quarter of the new calendar year when the Committee may schedule the first meeting of the new incoming Awards Nominating Committee during which the Committee will draft (or approve if already drafted) a Call for Nomination Candidates form. Note: if these housekeeping tasks were already taken care of during the preceding fall, the committee is not required to have this spring meeting.

The Call for Nomination form will invite all TEA members to recommend Candidate Nominees. Committee members may consider candidate nominees recommended by any credible source including non-TEA members. The Awards Nominating Committee has sole authority over all aspects of the form. The Call for Nomination Candidates form should be mailed/emailed in the spring of the new calendar year, with a return deadline of no later than July 8 unless otherwise approved by the Awards Nominating Committee.

At either their last meeting or one of their first meetings, the Awards Nominating Committee will elect by majority vote a Vice-Chairman who will assist the Chairman during the current year and later automatically become the Chairman for the following award year. Unless they are a Lifetime Achievement honoree, the Chairman must not be a member of the TEA International Board of Directors nor the International Board Liaison member.

In the event that the Chairman of the Awards Nominating Committee resigns, becomes ineligible or is no longer able or willing to perform their duties, the Awards Nominating Committee will elect by majority vote a new Chairman to complete the term. The procedure is the same for replacement of a Vice Chairman.

The Awards Nominating Committee will meet to review the Nomination Candidates received from the general membership. The Awards Nominating Committee may add award candidates at any time, including after the general deadline. The Awards Nominating Committee may either eliminate a proposed nominee or table the candidate while additional information is sought. The Awards Nominating Committee takes these actions by majority vote of those in attendance.

The Awards Nominating Committee is not required to consider the number of Candidate Nominations or recommendations that an achievement received from outside the committee. The Call for Nomination Candidates is not an election. Nomination for a THEA Award is not subject to popular vote of the membership. The Awards Nominating Committee may consider Candidate Nominees suggested by any credible source (including non-TEA members), but the Committee is under no obligation to follow or confine themselves to those suggestions. The Committee is expected to use its judgment in selecting Final Nominees.

The TEA recognizes that it is impossible for the members of the Awards Nominating Committee to have personally seen all the Candidate Nominees. Members of the Awards Nominating Committee will therefore have the option of relying on information supplied by trusted professional contacts in the industry or information, videos, brochures, articles, etc. supplied by the Candidate Nominee, the nominator or other sources. It is envisioned that the Awards for Outstanding Achievement should be given liberally and generously.

From time to time the committee is faced with nominations which have controversial or sensitive topics as their theme. These may be political, religious or others. In order that the committee can judge fairly and without prejudice, these nominations shall be considered in a two step process. First, the nomination shall be reviewed strictly on the merits of the attraction and its qualities – the topic shall be set aside. During this process, any committee member who feels that their objectivity may be compromised due to their personal beliefs concerning the topic should recuse themselves from the proceedings. Next, should the topic pass through the first step to the “short list, the committee will then consider the implications of the topic on the Thea Awards and the TEA. As necessary, the committee will review options for protecting the organization from the perception of endorsement of the particular topic. This may include development of certain disclaimers, or the termination of the nomination from consideration for an award.

The Awards Nominating Committee may appoint sub-committees of up to six people, per sub-committee, to identify projects that should be considered by the full committee, to perform initial evaluations of given categories of achievement and make preliminary recommendations prior to the actual vote by the full Awards Nominating Committee. The Awards Nominating Committee is not bound by the recommendations of the sub-committee. The Awards Nominating Committee is solely responsible for determining the recommendation to be sent to the TEA International Board.

By early/mid-October, the Awards Nominating Committee will have narrowed the list (by majority vote) to the slate of Final Nominees. This should be the actual number of nominees expected to receive awards -- not a ballot from which the TEA International Board is expected to select recipients. It is generally expected that all of the Final Nominees will become recipients, subject only to confirmation by the TEA International Board.

Final Nominees will be presented in confidence to the TEA International Board for their review and approval, usually by the mid/late October meeting. The TEA International Board can reject a Final Nominee or send it back to the Awards Nominating Committee for reconsideration, but the TEA International Board cannot nominate alternatives. (This places the responsibility squarely on the Awards Nominating Committee, along with the blame for an unpopular nomination, thus reducing the political

pressure on the TEA International Board concerning awards.) Nothing in these rules requires that the TEA International Board approve Final Nominees at the same meeting during which the slate is first presented. Timing of approvals is up to the TEA International Board.

Note: in order to provide enough time to ensure Board approval of the Thea Lifetime Achievement nominee and to secure the agreement of that nominee to accept prior to the mid October presentation of the complete slate of nominees, the Committee may at its discretion (as was done in 2006) request a conference call with the TEA International Board in early September.

The Chairman of the Awards Nominating Committee must be present at the final voting of the TEA International Board voting in order to answer questions and represent the committee to the Board. Additional Awards Nominating Committee members may attend if available.

Up to this point, all results are strictly confidential. No conversations, discussions or decisions concerning the judging should ever be made outside of the Committee. We do not want to falsely raise expectations or hurt anyone's feelings. The announcement of the provisional recipients is strictly the responsibility of the TEA International Board.

The official responsibilities of the Awards Nominating Committee end when all of the following tasks are complete:

- The TEA International Board has approved the final awards list that the Committee has nominated, and
- The outgoing TEA International Board has confirmed the three new or renewing Members at Large who will start their terms in the following award cycle, and
- The rules for the next year have been revised by the Awards Nominating Committee and verified by the International Board.

The Awards Nominating Committee is not responsible for producing the event, although many of the same people may be separately involved in that effort.

VII. CHANGES TO THE RULES

In addition to the other responsibilities outlined in these rules, the Awards Nominating Committee is also responsible for reviewing the Awards Rules (this document) and, by majority vote, recommending amendments to be confirmed or rejected by the International Board of Directors. In the event the International Board of Directors rejects a change, the matter is referred back to the Awards Nominating Committee for reconsideration. No change in the rules is valid until it has been both recommended by the Awards Nominating Committee and subsequently approved by the International Board of Directors.