

# SMPS North Texas Annual Awards Program

## Full Requirements & Eligibility Guide

The SMPS North Texas annual awards recognize outstanding achievement in chapter service, professional leadership, and marketing communications within our A/E/C community.

The program is organized into three areas of recognition to clearly distinguish between service to the chapter, contribution to the profession, and excellence in marketing work product.

Together, these awards celebrate the people, firms, and marketing efforts that help move the North Texas A/E/C community forward.

### Contribution to the Chapter

Service, volunteerism, support, and participation that strengthens our North Texas chapter.

- Lauren Benthall-Davis Rising Star
- Member of the Year
- Member Firm of the Year

### Excellence in the Industry

Professional leadership, mentorship, and impact that elevates marketing and business development in the A/E/C industry.

- Industry Leader of the Year
- Marketer of the Year
- Business Developer of the Year
- Hall of Fame

### Marketing in Practice

Innovation in marketing strategy, creativity, execution, and communications work created for the industry.

- Corporate Identity
- Digital Marketing
- Special Event & Tradeshow

### General Eligibility Requirements

- » Individual nominees must be current SMPS North Texas members
- » Firm nominees must have at least one active SMPS North Texas member
- » "Marketing in Practice" entries must be submitted by a current chapter member or by a firm with at least one active member
- » All "Marketing in Practice" entries must have been completed between January 1, 2025 and May 31, 2026
- » If judges feel that no submissions in a category meet the requirements, nothing will be awarded

# CONTRIBUTIONS TO THE CHAPTER AWARDS

*Contribution to the Chapter awards recognize direct service to SMPS North Texas. These awards focus on chapter participation, volunteerism, committee involvement, event support, leadership, and actions that help the chapter thrive.*

## **Lauren Benthall-Davis Rising Star**

*To recognize an emerging SMPS North Texas member who has actively sought ways to add value to the chapter while growing their involvement, relationships, and understanding of SMPS.*

- » **Must be a current SMPS North Texas member**
- » **Must have fewer than five years of professional experience in marketing, business development, communications, or a related A/E/C role.**
- » **Members who have served on the Board of Directors at any time are not eligible**
- » **Looking at chapter involvement, volunteer service, committee participation, or event support**
- » **This nominee shows initiative, follow-through, relationship-building, and potential for future leadership**

## **Member of the Year**

*To recognize an SMPS North Texas member who has contributed significant time, expertise, ideas, and commitment to help improve and strengthen the chapter.*

- » **Must be a current SMPS North Texas member**
- » **Current board members are not eligible**
- » **Demonstrated active participation during the current chapter year**
- » **Someone who has gone above and beyond with their volunteer service, committee participation, event support, leadership, ideas, or contributions that improved the chapter experience**

## **Member Firm of the Year**

*To recognize a member firm that goes above and beyond in supporting the success of SMPS North Texas through employee involvement, participation, sponsorship, volunteerism, leadership, and alignment with the chapter's mission.*

- » **Firm must have at least one active SMPS North Texas member**
- » **Current chapter President's or Past President's firm is not eligible**
- » **Must have demonstrated support of SMPS North Texas during the current chapter year**
- » **This firm will have contributed through things such as sponsorship, hosting, speaking, volunteering, employee participation, committee leadership, mentorship, in-kind support and encouragement of professional development**

# EXCELLENCE IN THE INDUSTRY AWARDS

*These awards recognize the professional impact within the North Texas A/E/C community. These awards focus on leadership, mentorship, best practices, business development excellence, marketing excellence, and long-term contributions to the profession.*

## Marketer of the Year

*To recognize an individual professional services marketer who demonstrates excellence in marketing strategy, creativity, communications, leadership, and execution.*

- » Must be a current SMPS North Texas member
- » Current chapter year President and Past President are not eligible
- » Once awarded, the individual is not eligible again for 3 years
- » Nominees should embody best practices and innovation in marketing leadership strategy, campaigns, pursuits, brand work, communications, content, research, client development support, or firm impact

## Business Developer of the Year

*To recognize an individual business developer who demonstrates excellence in relationship-building, networking, client development, strategy, and industry leadership.*

- » Must be a current SMPS North Texas member
- » Current chapter year President and Past President are not eligible
- » Once awarded, the individual is not eligible again for 3 years
- » This nominee goes above and beyond in their role, as well as in mentorship, knowledge-sharing, industry involvement, or support for others developing business development skills

## Industry Leader of the Year

*To recognize an individual within the North Texas A/E/C marketplace who has contributed significant time, expertise, ideas, and commitment to help improve and strengthen the chapter.*

- » SMPS North Texas member or must work for a firm with at least one active SMPS North Texas member
- » Current chapter year President and Past President are not eligible
- » Once awarded, the individual is not eligible again for three years
- » Nominees should provide support for marketing and business development professionals, including mentorship, collaboration, advocacy, resource support, or organizational leadership
- » Nominees also work to bridge technical, leadership, marketing, and business development functions through sharing their knowledge and valuing the core mission of SMPS to raise the bar of excellence

## Hall of Fame

*To recognize an established professional who represents the highest level of excellence in A/E/C marketing and/or business development and has made lasting contributions to SMPS North Texas, the North Texas built environment, and the professional services marketing industry.*

- » Must be a current SMPS North Texas
- » Current chapter year President and Past President are not eligible
- » Must have at least 10 years of experience in marketing and/or business development and at least five years of experience in A/E/C
- » CPSM credentials are encouraged but not required
- » Must have participated in or attended SMPS North Texas chapter events within the most recent board year

# MARKETING IN PRACTICE AWARDS

*This category is designed to recognize outstanding work created for the A/E/C industry. These categories evaluate the strategy, storytelling, creativity, design, execution, and communications materials developed to support firms, projects, clients, employees, recruits, community partners, or other relevant audiences.*

## Corporate Identity

*To recognize a cohesive visual identity system created to establish, refresh, or reintroduce a firm, office, initiative, service, or related A/E/C brand.*

- » **New brand identity for a firm, office, studio, initiative, service, or related organization**
- » **Brand refresh that modernizes an existing identity with recognizable elements of the prior brand**
- » **Full rebrand that significantly overhauls the previous brand identity, positioning, or visual system**
- » **Brand systems that include both print and digital applications**
- » **Brand awareness campaign**

*Category Clarification: This category is intended for cohesive identity systems, not one-off branded materials. A single brochure, event invitation, video, or social media graphic should be submitted in another category unless it is part of a larger identity system.*

## Digital Marketing

*To recognize digital-first marketing work that uses online platforms, multimedia, or digital tools to support brand awareness, thought leadership, client engagement, recruiting, business development, internal communication, or audience education.*

- » **Video created for internal or external communication purposes**
- » **External website, project website, landing page, microsite, campaign page, or internal website/intranet**
- » **Social media campaign or multi-platform digital campaign**
- » **Email marketing campaign or digital newsletter**
- » **Blog series, podcast series, webinar promotion, thought leadership campaign, or online content series**
- » **Digital advertising, recruiting campaign, employer brand campaign, internal digital communications campaign, or other online communication effort**

*Category Clarification: Digital Marketing may include a single digital deliverable or a broader digital campaign. The entry should clearly explain whether the submission is intended to be evaluated as one primary deliverable, such as a website or video, or as a connected digital effort across multiple platforms.*

## Special Event & Tradeshow Marketing

*To recognize marketing work that promotes, supports, or enhances a special event, conference, tradeshow firm milestone, client event, community event, or other one-time experience.*

- » **Special event campaigns or materials for anniversaries, office openings, dedications, groundbreakings, ribbon cuttings, client events, community events, internal celebrations, recruiting events, awards programs, or brand launch events**
- » **Tradeshow or conference marketing materials, including booth graphics, displays, signage, promotional items, printed collateral, digital displays, sponsorship activations, pre-event promotion, social media support, and follow-up materials**
- » **Print, digital, physical, environmental, or mixed-media components created specifically for an event or tradeshow experience**

*Category Clarification: If it was created specifically for a one-time event, tradeshow, conference, groundbreaking, anniversary, celebration, or sponsorship activation, it should be submitted in this category, not Digital Marketing.*

## Details

The SMPS North Texas Awards are open to eligible individuals, firms, and marketing communications work connected to the North Texas A/E/C industry.

To ensure a thoughtful and impartial review process, entries will be evaluated by well-regarded SMPS members from outside the North Texas chapter. Judges may include CPSMs, Fellows, current or former board members, and other experienced leaders within the SMPS community.

### Things to keep in mind:

- » Not all categories will be awarded if the judges do not deem any of the submissions worthy of an award
- » While submissions might not require a certain response, the more information provided to the judges, the more opportunity they have to win.
- » Work for entries in the “Marketing in Practice” category must have been completed during the designated timeframe
- » Please review specific category requirements carefully prior to submission.

