Excellence in Exhibition Label Writing Competition 2019
Overview and Guidelines

Excellent exhibition label copy is clear, concise, and captivating. This combination is not easily achieved, and the writers and editors who craft the best label copy often go unrecognized. This competition is designed to showcase examples of outstanding label writing, highlight best practices, and help us learn from one another. The competition seeks to recognize excellence in the composition of label text. Jurors do not consider design or graphic treatments in their evaluation.. The competition is sponsored by CurCom in cooperation with EdCom and NAME. 2019 marks the sixth year of the competition's partnership with the University of Washington's Museology Graduate Program.

Submission dates
Opening: Monday, October 8, 2018
Closing: Friday, December 7, 2018

Eligibility requirements
Who: All exhibition label writers and editors are eligible to compete, including freelancers.
What: Exhibition label copy submitted must have been put on display after June 30, 2017 and before December 7, 2018. Submitted materials must reflect the final label text, no exceptions. Text used for prototyping or posted solely online is ineligible.

Limits: Entries are limited to three per exhibition, so please consult with your collaborators before submitting. You may submit multiple exhibitions.

Online submission process

Before you begin: Thoroughly review the online submission form and the information on the next page. You will not be able to submit the form unless you complete all of the required information and your files are the correct format and size.

Once you begin: Plan to complete the form in one sitting. You will not be able to start the form, leave it, and return to complete it later.

After you finish: You will receive immediate confirmation that your form has been successfully submitted. You will also receive a follow-up email with further information.

Judging
A panel of jurors with extensive label writing and editing expertise, including honorees from the previous year's competition, volunteer their time to review and select the winning entries.

Notification
Submitters will be notified of the judges' decision in early spring.

Recognition
Recognized entries will be on display in the Marketplace of Ideas at this year's AAM Annual Meeting and featured on the CurCom website (www.curcom.org). If you are attending the annual meeting, we would encourage you to join us at the Marketplace of Ideas to discuss labels with other writers, editors, and conference attendees.

Disclaimer
By entering the competition, you are giving the organizers permission to feature your written work and photographs both online and in print publications related to the competition.

Questions
Please email labelcmp@uw.edu

Submission Guidelines

Submissions are accepted only through the online form here: https://form.jotform.com/labelcmp/2019
Please thoroughly review the requirements below. You will not be able to complete and submit the form if any of the required information is not provided and/or if your files are not in the proper format or exceed the allowed size. You will not be able to start the form, leave it, and return to complete it later.

You will need to complete an online form for *each exhibition* for which you are submitting labels. You and your collaborators may submit from one to three labels per exhibition.

To successfully complete the online form, you will need the following:

1. **Contact Information**
    a. Name
    b. Title and Museum/Organization
    c. Email address
    d. Phone number
2. **Museum Information**
    a. Name of exhibiting museum
    b. Type of museum (choose from a list or provide your own answer)
    c. Museum city, state, and country
3. **Exhibition Information**
    a. Exhibition title
    b. Month and year of opening (must have opened between July 2017 and December 2018)
    c. Exhibition target audience (limit 100 characters)
    d. Names and titles of the writers and editors who worked on the project (limit 50 words)
    e. Description of the exhibition (limit 100 words)
    f. Description of your label writing approach (one per exhibition; limit 100 words)
    In your description, consider these types of questions: What were your goals? What was your process? Why did you write the label(s) this way? What was most successful about this approach? Did you test your labels with visitors? What did you find?
4. **Label Information (for each of one to three labels)**
    a. Label title
    b. Label type (choose from a list or provide your own short answer)
    c. Label copy
        i. DOC or DOCX formats only (file not to exceed 10 MB)
        ii. Document must be formatted in 12 point Times New Roman
        iii. Name the file with exhibition keywords and, if submitting multiple labels, the label number (i.e. *maharaja.label2.doc*)
        iv. Include each label with the copy as it appears on display, retaining type formatting (line breaks, all caps, boldface, italics, etc.). Do not break text into tables or embed images
    d. Label image (high-resolution file, minimum 300 dpi)
        i. JPG or JPEG formats only (file not to exceed 10 MB)
        ii. Name the file with exhibition keywords and, if submitting multiple labels, the label number (i.e. maharaja.label2.jpg)

iii. Image should be of the final label copy mounted in the exhibition. Discrepancies between this copy and the text in the Word document cause confusion and may result in disqualification.

5. **Label(s) for Printing (optional but encouraged)**
    a. PDF file of typeset labels for printing and display