

Hearth & Home magazine's 8th Annual Vesta Awards Program Honoring Innovation in Design & Technology

The 8th Annual Vesta Awards program will take place at the 2008 HPBExpo in Atlanta Georgia. The program will honor Innovation in Design & Technology for both Hearth and Outdoor Room products.

Awards will be given in 21 categories. In addition, Best in Show awards will be given to the overall winners in the Hearth Products category and the Outdoor Room Products category.

This year's Vesta Challenge, awards will be given to manufacturers who are able, for the first time, to create a Low-emission, Wood-burning Fireplace and/or Wood-fired Retrofit Technology for Existing Wood-burning Fireplaces. (See *Vesta Challenge Rules for more information.*)

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

Judging will take place on Thursday, Feb. 28, 2008. 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, Feb. 29, 2008. The reception and awards program will take place from 5:00-6:30 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.hearthandhome.com and submit your entry online, or fill out the Agreement sheet, and complete a form for each product entered.

Only new products created for sale in the year 2008 are eligible. Products previously shown at an HPBExpo are not eligi-



Early Entry Discount

Nov. 1, 2007 - Jan. 15, 2008.
\$200 Per Entry.

Jan. 16, 2008 - Feb 15, 2008
\$250 Per Entry.

ble. 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). Or you can mail a high-quality transparency, slide or photograph of the product entered to *Hearth & Home* magazine. The Vesta Awards program is a non-profit project of *Hearth & Home* magazine, however, an entry fee of \$200 (\$250 after Jan. 15, 2008) 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

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PO Box 1288, Laconia, NH 03247 • Shipping: 25 Country Club Road, Suite 403, Gilford, NH 03249

2008 Vesta Award Categories

Awards are available in 23 categories. 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 Stoves & Inserts – includes cookstoves

Gas Stoves & Inserts – includes cookstoves

Pellet Stoves & Inserts

Wood Fireplaces

Gas Fireplaces

Electric Fireplaces, Stoves & Logs

Gas Logs – vented & vent-free

Hearth Products, Other Fuels – includes coal, oil, gel, etc.

Renewable Fuel Central Systems – wood, pellets, corn, etc.

Mantels, Surrounds & Facings

Hearth Accessories – includes glass doors, toolsets, screens, etc.

Venting & Ducting

Hearth Components & Controls – gas controls, fan controls, temperature gauges, etc.



Outdoor Room Products

Outdoor Fireplaces – includes all fuels, hearth pits & chimineas

Charcoal, Wood Barbecues & Smokers

Gas Barbecues – includes infrared

Barbecues, Other Fuels – includes pellet & electric

Barbecue Accessories – includes marinades, tools, aprons, etc.

Outdoor Room Equipment – includes islands, patio heaters, spas, pools, etc.

Outdoor Room Furnishings – includes furniture, fountains, lighting, planters, statuary, etc.

Outdoor Room Components & Controls – built-in grill lights, igniters, swivel rocker mechanisms, etc.

Vesta Challenge

The following two awards concern products that presently do not exist. They represent a challenge to the industry, from the Vesta Program, to create new technology that will reduce emissions in new, and existing, wood-burning fireplaces.

★ **Low-emission, Wood-burning Fireplace**

– special consideration for those that burn cleanly with their doors open.

★ **Wood-fired Retrofit Technology for Existing Wood-burning Fireplaces**

Rules for the Vesta Challenge may be downloaded at our web site: www.hearthandhome.com

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2008 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. 15, 2008) 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.hearthandhome.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: _____

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 Feb. 28, 2008 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

2008 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 2008 (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.hearthandhome.com

METHOD OF PAYMENT

Number of products submitted _____ x \$200 per entry (Nov. 1, 2007 - Jan. 15, 2008) = _____

Number of products submitted _____ x \$250 per entry (Jan. 16, 2008 - Feb. 15, 2008) = _____

- 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.

Last three security numbers on back of card. (AMX on front of card)

Name of Cardholder: _____

Signature: _____

DATE _____

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