

4 May 2015

USNC Character Contest

The USNC/IEC needs your creativity! Enter the **USNC Character Contest** by designing a cartoon or illustrated spokesperson or creature to represent USNC work in electrotechnical standardization and conformity assessment. The winner will see his or her work used in USNC branded materials – and receive a \$300-value prize!

Guidelines for Submissions:

- Entries must be an illustrated representation of a character of your own original creation (not your version of one already in existence)
- Entries can be hand drawn or be designed with a computer, and must be submitted as an electronic JPG, PDF, or EPS file
- Submission must include a written description of your character (no more than 50 words)
- Submission must include your name, organization, and relationship to ANSI/USNC
- **Entries must be emailed to Tony Zertuche, USNC Deputy General Secretary, by 31 August 2015.** Entries that are received after the submission deadline will be ineligible.

Criteria and Judging:

- Entries will be reviewed and a winner will be chosen by a judging panel consisting of:
 - USNC President
 - USNC General Secretary
 - USNC Deputy General Secretary
 - USNC Communications and Continuing Education Committee Chair
 - USNC Communications and Continuing Education Committee Vice Chair
 - ANSI Director of Communications
- Members of the judging panel will review all eligible entries on the basis of creativity, originality, and relevance to the USNC and/or electrotechnical standardization and conformity assessment.

Eligibility: The contest is open to interested standards and conformity assessment professionals who have a valid e-mail address and are over 18 years of age at the time of entry. Members of the judging panel, ANSI Staff, and members of their immediate family are not eligible.

Awarding of Prize: The winner will receive a \$300 gift certificate or gift card. One prize will be awarded. The winner and new character will be announced at the USNC Council Meeting in the fall of 2015. The character will be used for the USNC's various marketing and communications campaigns that target a younger audience to build up early interest in electrotechnical standards and conformity assessment.

Email entries by Monday, 31 August 2015 to:

Tony Zertuche, Deputy General Secretary, USNC/IEC

American National Standards Institute

Tel: 212 642 4892

E-mail: tzertuche@ansi.org