

# Stair Craft Awards

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PARTICIPANT GUIDE 2021



The Stairbuilders and Manufacturers Association (SMA) StairCraft Awards recognize the individual achievements of our SMA members. These prestigious awards elevate the industry standards of aesthetic value, stair safety, quality of workmanship and technical achievement. The StairCraft Awards also promote the value of utilizing the experience and products of SMA members to the public.

## TABLE OF CONTENTS

---

Competition Rules • P. 2

---

Entry Categories • P. 3

---

Entry Instructions • P. 4

---

*Photo Submissions* • P. 5

---

Selection Process • P. 6

---

Top Honors • P. 7

# COMPETITION RULES

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- The competition is for SMA members who are in good standing.
- Entrants must be the principal producer, stair builder, installer, or manufacturer of the product or project.
- Members that have collaborated on a project may enter as a joint entry.
- Entries must have been completed within the last five years.
- All entries must comply with the applicable building code in effect in the jurisdiction of the completed project.
  - Submissions will include the statement, "All entries have met the codes as enforced in the local jurisdiction."
- To preserve the prestige and integrity of the StairCraft Awards there must be at least two contestants within an award category to populate a ballot. This could result in some award categories not being recognized.
- Submissions to categories that do not open will be held for competition in the following year.
- The identity of the competing company must remain anonymous until after voting has closed. Publicizing a company's entry identity for the purpose of gaining an advantage in the contest may result in disqualification.
- All contest photos become the property of the SMA.
- Violation of the rules or misrepresentation of a product or company as the responsible principal producer, stair builder, installer, or manufacturer shall be cause for disqualification from the contest and may be a violation of the SMA's Code of Conduct and Ethics.

# ENTRY CATEGORIES

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- **Best Stair Part**
- **Best Balustrade**
- **Best Straight Stairway - Traditional**
- **Best Straight Stairway - Modern**
- **Best Curved Stairway - Traditional**
- **Best Curved Stairway - Modern**
- **Best Spiral Stairway**
- **Best Stairway Renovation**
- **Best Commercial Stairway**
- **Best Production Stairway**
- **Challenger Award**
- **Anything But Stairs Award**

The "**Best Curved Stairway**" is a stairway that contains any curved segment. Stairways that include both curved and straight segments must be entered as a curved stairway.

The "**Best Production Stairway**" is a stair designed for and built in 3 or more homes or units in housing development areas. This category will be judged based on the unique housing development home constraints, including installation efficiency and value engineering.

The "**Challenger Award**" is for an individual or company who has created a new product, improved a process, or perfected a technique which would have a positive influence on the stair industry. This entry should move the stair industry forward in design, creativeness, or by solving a common issue while embracing code. This category is FREE to enter.

The "**Anything But Stairs**" Award is our newest category and is for an individual or company to showcase their incredible talents outside of the stair industry. Show us your "WOW" in the "Anything But Stairs" category. This category is FREE to enter.

# ENTRY INSTRUCTIONS



- Each company is limited to one entry per category.
- No project may be entered in more than one category.
- Entries which competed in a previous year may be resubmitted to compete in a different, applicable category.
- Entries are \$100 each for the first 3 entries (maximum \$300) and then FREE for each additional entry.
- Register and pay the associated fees no later than **March 5, 2021** via [stairways.org/events](https://stairways.org/events).
- Entry forms and photos must be submitted no later than **March 31, 2021** by email to [SMA@stairways.org](mailto:SMA@stairways.org).

Participants and award recipients will be announced at the official presentation during the SMA Annual Conference Awards Banquet in Denver, Colorado on **Saturday, September 25, 2021**.

It is highly encouraged that an employee, officer or owner of the company must be registered and present at the SMA Annual Conference Awards Banquet to accept the award. Failure to do so will result in disqualification.

**\*\*DO NOT ENTER IF YOU CANNOT SEND A DELEGATE TO THE CONFERENCE.\*\***

## DUE DATES & FEES



### REGISTRATION AND PHOTO SUBMISSION DATES

**March 5** - Registration Due

**March 31** - Photo Submissions and Entry Forms Due



### ENTRY FEES

**\$100** per entry for the first three entries

**\$300** maximum fee for unlimited entries

**FREE** "Challenger Award" entry

**FREE** "Anything But Stairs" entry

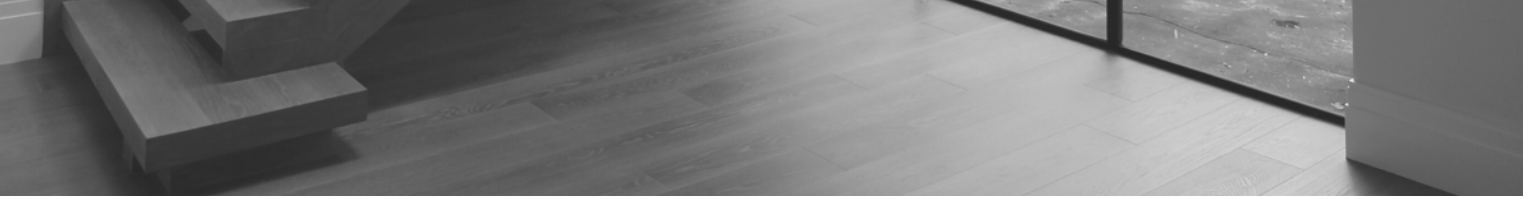
# PHOTO SUBMISSIONS



**THE SMA WILL  
PRINT THE LARGE  
PHOTO OF YOUR  
ENTRY TO DISPLAY  
AT THE ANNUAL  
CONFERENCE.**

- Photos should be high-resolution images (300 dpi recommended).
- Photo submission files must be in .jpg format, sizes properly and be the same orientation.
  - Submit one large 8x10 and four small 2x2.5
  - OR
  - Submit one large 10x8 and four small 2.5x2
- Please consult our [online tutorial](#) which will aid you in correctly sizing your photographs to the specified size. Pictures not sized properly will be returned for sizing and may result in the entry being disqualified.
- Photos cannot contain identifiers, logos, or text nor can they be formatted in any way.
- Photos files should be named in the following format:  
<company name - award category - size>  
example: Daves Stairshop - best curved - large.jpg
- Save completed entry form with the file name: <company name - award category>. Attach the entry form, the large and small photo files to an individual email for each entry with the subject line StairCraft Entry <company name - award category>. Send to [SMA@stairways.org](mailto:SMA@stairways.org), ONLY!
- Entries received in any other format than as described above may be returned for resubmission. Resubmitted entries must be received by the contest deadline or will not be included on the ballot.

# SELECTION PROCESS



- All entries will be posted online in a uniform way for evaluation by member peers with numbers to identify entries.
- SMA member companies will be granted one vote in each contest category.
- SMA staff will administer the contest and tally ballots with the assistance of the StairCraft Task Group, when applicable.

## AESTHETIC VALUE



## STAIR SAFETY



## QUALITY OF WORKMANSHIP



## TECHNICAL CHALLENGE



All stair building categories will be evaluated on Aesthetic Value, Stair Safety, Quality Workmanship, and Technical Challenge. Competitors must complete an Entry Form for each entry and include a short statement (no more than 35 words) detailing how the project demonstrates excellence worthy of a StairCraft Award in each of the four judgment criteria.

Competitors in the "Challenger Award" and the "Anything But Stairs" Award categories must complete an Entry Form and include a short statement (no more than 200 words) detailing how the project demonstrates excellence worthy of the award.

# T O P   H O N O R S

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## "PEOPLE'S CHOICE" AWARD

All entries will compete for the "People's Choice" award. This award will be voted on by the general public through [stairways.org](http://stairways.org). Voting will take place August 20 -30, 2021. The "People's Choice" Award recipient will receive one FREE conference registration for the 2022 Annual Conference.

## "BEST IN SHOW" AWARD

All 2021 winning entries will compete for the "Best in Show" award. This award will be voted on by the Annual Conference, StairCraft Awards Banquet attendees on Saturday, September 25, 2021. Attendees will vote for the entry they feel best demonstrates the greatness of the StairCraft Awards.

## CONTEST PRIZES

Award winners will be presented with an award plaque to proudly display the company's excellence in achievement. The SMA will publish the award-winning projects in the "Stairways" newsletter, feature them in the annual membership directory, and post them on the SMA website and various social media platforms. Additionally, winning members will have the opportunity to give a short "How We Did It" presentation at the Annual Conference the following year.

# Q U E S T I O N S ?

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Please contact the SMA Office at 877-500-5759 or [SMA@stairways.org](mailto:SMA@stairways.org) with any questions.