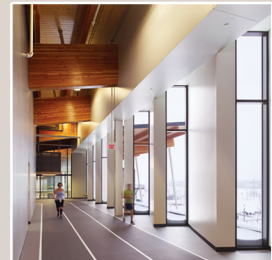


34th annual
Architectural
SHOWCASE
2021



“I love that *Athletic Business* has an appreciation for good design and architecture in the athletics industry; it’s refreshing and unique to *AB*.” - James Braam, HOK



Athletic Business

ARCHITECTURAL SHOWCASE

100,000
ONLINE PHOTO
GALLERY VISITORS

40,000
PRINT
SUBSCRIBERS

2,000
PAGEVIEWS
FOR TOP PROJECTS

20
IMAGES OF YOUR
FACILITY ONLINE

AB
1
INVESTMENT
ENDLESS EXPOSURE

Each year *Athletic Business* recognizes the world’s best new and recently renovated athletics, fitness and recreation facilities. Entered by leading architects, design professionals and facility owners/operators, the Showcase is a smart investment in year-round exposure only available from *Athletic Business*.

Any submitted athletics, fitness or recreation project completed between Jan. 1, 2018 and Dec. 31, 2020, will appear in the June 2021 Architectural Showcase issue of *Athletic Business*, and on athleticbusiness.com. Additionally, you will be eligible to be selected as a prestigious **Facilities of Merit**[®] award winner, as well as be featured as *AB*’s Facility of the Week on our website homepage, e-newsletter and social media. The winning facilities are profiled further in our October issue and honored at the AB Show, Oct. 27-30, 2021 in San Antonio.

SUBMISSION GUIDELINES

**APPLICATION & MATERIALS DEADLINE:
MARCH 9, 2021**

WHAT'S ELIGIBLE FOR ENTRY

Any submitted athletics/recreation/fitness project completed between Jan. 1, 2018 and Dec. 31, 2020, will appear in the June 2021 Architectural Showcase. Projects may be submitted by project architects, associated engineering and operational consultants, and facility owners. Projects will not be accepted from manufacturers or equipment suppliers. Projects can be new construction, additions or renovations. Any number of projects can be entered, and all or any part of a facility may be entered (for example, a renovated gymnasium or a new fitness center in a high school).

SUBMISSION FEE

The cost for each project entered is \$900 for a full-color page or \$1,200 for a full-color spread (two facing pages). All submissions also appear in athleticbusiness.com's Architectural Galleries. This fee, which covers production and processing costs related to the design of the featured pages, is due upon submission.

ATHLETICBUSINESS.COM/SHOWCASEFORM

Questions? Email: andy@athleticbusiness.com
Or call: (608) 729-4187

INSTRUCTIONS

For the first time in the program's 40-plus-year history, hard-copy binders will no longer be part of the Showcase submission process. Instead, we're accepting all of your project content — descriptions, plans and photos — entirely online. Our hope is that this move toward digital-only submissions will facilitate assembly efforts on your end and review efforts on ours.

Much of the submission process will be the same as in years past. We're asking that you fill in all relevant fields on our online submission form regarding your project details and contacts. To clear up any confusion, the two fields labeled Project Summary and Project Description serve the following purposes:

- The summary is a 200-word (give or take) essay that should represent generally what you the submitter would like to see on the pages of Athletic Business magazine.

- The description is a more detailed description of the project guided by the outline we've provided for the purposes of telling your complete story to Facilities of Merit™ judges.

There may be considerable overlap in terms of your own word choice from Project Description to Project Summary, and that's okay. However, AB editors reserve the right not only to alter the provided summary as we see fit based on information found in the lengthier description, but to edit for length regarding magazine layout requirements, as well.

Meanwhile, digital Floor Plans should be easily readable by judges and Site Plans should clearly indicate the surrounding context in which the building exists.

IMAGE SUBMISSION

To complete your submission, email Nicole@Athleticbusiness.com to receive a dedicated project link to upload your files. Please allow 24 hours to receive your project link.

Each submission is allowed up to 20 images per project. Please submit all images at 300 dpi resolution at one time to allow our production team to process the images and ready the files for print. Thank you.

41ST ANNUAL FACILITIES OF MERIT AWARDS

JUDGES EVALUATE SUBMISSIONS ON THE BASIS OF:

- Plan efficiency
- Functional relationships and measures taken to maximize use of space
- Interior finishes
- Detailing & color schemes
- Relationship of building to site
- Exterior design

