

The Themed Entertainment Association

31st Annual Thea Awards

Honoring Achievements in the Period

July 1, 2022 thru June 30, 2024 *For celebration at the Thea Awards Gala to be scheduled in the Spring of 2025*

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Empowered by the International Board Themed Entertainment Association this document outlines the rules and procedures for the annual Thea Awards judging and its Awards Judging Committee.

I. The Awards Program

1. Objective

To find excellence and celebrate it. The TEA Thea Awards were created to call attention to excellence in the creation and production of compelling places and experiences and to promote public awareness and respect for those who create them.

The Awards Judging Committee is looking for excellence. “Breakthrough” is not a requirement but may be one of many factors contributing to excellence.

The giving of awards is not a judgment that separates winners from losers, but rather an annual selection that publicly exemplifies the highest standards of excellence and achievement which the public at large and the industry itself should associate with the artists and technicians who create compelling places and experiences.

The TEA Thea Awards Program recognizes the writers, producers, artists, architects, technicians, engineers, designers and economists, who invent, create and produce the attractions, whether they contract to the owners as independent producers or subcontractors or are employed as in-house creative staff, at any and every level of cost or contribution.

The TEA Thea Awards Program is specifically not focused on the owners, financiers, managers and operators of themed attractions who are already well served by IAAPA.

Membership in the TEA is strongly encouraged for all creators of compelling places and experiences, but it is not required for any award in any category, nor will TEA Membership be considered as a criteria for any Thea Award. The Awards Judging Committee members may consider candidate recipients proposed by any credible source including non-TEA members.

2. Award Categories

Awards will be considered in these broad categories:

A. The Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements

The Buzz Price Thea Award is given once each award cycle to a single person. It can be given for “Lifetime Achievement” or for “Outstanding Contribution(s) to the Compelling Places and Experiences Industry,” to an individual who meets these qualifications:

- **The achiever’s contribution(s) to compelling places and experiences exemplify the highest standards of excellence and achievement associated with those who create compelling places and experiences.**
- **Spokesperson** - The achiever should be an outstanding public example and spokesperson for excellence in compelling places and experiences.
- **Active** - The achiever should be alive and active in their field. (We would prefer they not be retired, but officially retired candidates may be considered provided they are still very active in their field. No posthumous awards.)
- **Popular Support** - The achiever should be well known, respected and admired throughout the compelling places and experiences industry to insure popular acceptance
- **Award Ceremony** - The achiever should be available, able and willing to subject themselves to the ordeal of the presentation at the Awards Ceremony.
- **Awards Judging Committee** - All past recipients of the Thea Lifetime Achievement Award and/or the Outstanding Individual award (1996), now collectively known as The Buzz Price Thea Award,

become members of the Awards Judging Committee for life. It is expected that they will remain knowledgeable about the latest developments in the industry so that they can make responsible recommendations regarding awards.

- **Conflict of Interest** - No member of the then-current Awards Judging Committee, nor any voting member of the then-current International Board, may be considered for The Buzz Price Thea Award. No candidate may be present at the TEA International Board Meeting when his or her name is proposed, discussed or voted on.
- **Achievers from Other Fields** - The TEA Awards Program is **NOT** focused on the owners, financiers, managers and operators of compelling places and experiences who are already well honored by the IAAPA Hall of Fame. The Awards Judging Committee must consider only candidates who create or produce compelling places and experiences, such as writers, producers, artists, architects, technicians, engineers, designers and economists who invent, create and produce the attractions, whether they contract to the owners as independent producers or sub-contractors or are employed as in-house creative staff.
- **Past Recipients** of individual awards, including but not limited to **Masters of Their Craft**, the **TEA Peter Chernack Distinguished Service Award**, the **Thea Catalyst Award**, etc., remain fully eligible for the **Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements**.

B. The Thea Classic Award (up to 1 per year)

The Thea Classic Award will be given to an outstanding “compelling place and experience” achievement from the past, which set new standards, and which has stood the test of time. “Test of Time,” while not a hard and fast rule, is generally understood by the Awards Judging Committee to mean a minimum of 20 years in operation. However, to be considered for this award, the achievement or attraction must still be in existence, use or operation during the two-year eligibility period applicable to the other awards being given out at the same program. The Thea Classic Award is not limited to projects opening in the previous two years. In all other ways, it is subject to all the same rules governing the “AOA” Awards.

C. The Thea Catalyst Award

A Catalyst Award recognizes an individual, group, or organization for its role in causing or leading a specific, beneficial change or action in our industry – an impact that...

- benefits, uplifts and inspires the entire themed entertainment industry
- brings fresh perspective
- expands of our collective thinking
- raises and expands our vision of who we are as an industry, and who we can become.

By annually seeking out a highly qualified individual, group, or organization for their role as a positive agent of change, this award gives the TEA opportunities, including the ability to nurture greater inclusion in the TEA and in our industry in a way that achieves real and positive impact in the creation of compelling places.

The Thea Catalyst award is about impact, not years. This honor is open to achievers of all career lengths.

What the Catalyst IS:

- associated with a specific achievement or a specific contribution, symbolic or literal, that provides leadership and/or reflects credit or benefits on our entire industry. It makes all of us better or inspires us to become better.
- widens our lens, bringing a fresh perspective to our practice--one that might have formerly been

overlooked.

- Has achieved real and positive impact in the creation of compelling places and experience and expands our professional practice or thinking.
- Is attuned to an evolving global and ever-diversifying audience.
- Creates impact which can serve as an example of best and recommended practices.

What the Catalyst IS NOT:

- This award is not intended as a replacement for or a “second tier” lifetime achievement award.
- Neither is it a “Masters of Their Craft” award.
- The Thea Catalyst Award is also not a “young professionals” award; it is an award for actual impact, not an award for future potential.
- This is not a Technology Award, nor an Owner’s or Operators Award. Those fields are already well served by IAAPA.
- It is not an award for service to the TEA; for that we have the TEA Peter Chernack Distinguished Service Award.
- The Catalyst Award would not be given on the basis of a single project which would be eligible for an AOA.

Catalyst Committee Process Procedures:

Selection of candidates for recognition is the responsibility of the THEA Awards Committee, using a similar subcommittee process for awards as described elsewhere in these rules. The Catalyst subcommittee will have the responsibility of presenting a proposed recipient(s) to the larger Award committee for their approval of the recommendations. The full committee will strive to ensure the subcommittee membership represents the diversity we seek to recognize.

In the submission process proposals supporting candidates for a Catalyst Award should:

- Specify the change this candidate has or is generating.
- Show how the candidate has inspired or led the specific change.
- Specify what specific results have been achieved and how they can be observed and, if feasible, how they have been measured.
- Specify the Call-To-Action implied for the rest of the industry.

D. Thea Award for Outstanding Achievement (AOA)

The AOA Award will be given to achievements, rather than to any individual or company. There is no set number of AOA awards. Neither the Awards Judging Committee nor the TEA International Board is required to award a minimum or maximum number.

AOA’s will be awarded to outstanding achievements that exemplify the highest standards of excellence associated with the arts and sciences of creating compelling places and experiences.

The AOA is intended to honor the achievements of the hands-on creators, craftspeople, suppliers, and inventors of compelling places and experiences. The AOA will not be awarded for achievements specific to owners, financiers or operators. (For example, no awards for best park operations or best park maintenance.)

- **Thea Award for Outstanding Achievement (AOA) on a Limited Budget**

The AOA for Excellence on a Limited Budget is subject to the same rules described for the AOA Awards, but the eligible candidates are limited to projects with a total cost of under US\$10 million as defined below. All budget levels from one dollar to \$10 million will be considered. The judges will be looking for experiences that achieve excellence unexpected at their budget level, whatever that level might be.

- Projects are required to submit a cost summary confirming actual final costs, as further described below. Failure to attach such a budget breakdown will disqualify the submission from consideration in the Limited Budget category.
- Projects that do not wish to be considered in the Limited Budget category are not required to submit a cost summary.
- Budget items to be included in the cost summary and within the US\$10 million limit:
 - Concept and Story Development
 - Design (show, architectural and all other design)
 - Engineering (all types)
 - Interior/exterior construction and finishes other than the base building
 - Fabrication (sets, props, figures, casework, facades, etc.)
 - Systems (lights, computers, dimmers, special effects, A/V, animatronics, etc.)
 - Ride Systems
 - Media Production
 - Installation
 - Programming
 - Rehearsal
 - Creative Leadership and Direction
 - Production Management
 - Reimbursables (such as printing, travel, etc.)
 - Etc.
- Budget items excluded from the US\$10 million limit:
 - Base building
 - Land acquisition costs
 - Financing
 - Marketing
 - Pre-Opening Expenses (uniforms, shop/food inventories, cleaning supplies, etc.)
- In addition, to be considered in any of the Limited Budget categories, each project must answer the following, which will be on the submission form: Name and contact info for the owner/operator; Is the project for profit or not-for-profit; Is it government or private?

When judging **traveling exhibits**, the itemized costs should include all costs up to and including delivery, installation, completion and opening of the exhibit in its first venue. The cost summary should not include the operating expenses or the costs of moving the exhibit to its second location.

- **Thea Award for Outstanding Technical Innovation**

This is another form of the AOA. It is usually reserved for a new idea or technical innovation that broadly improves our entire industry or many parts of our industry, or which otherwise advances the art and science of compelling places and experiences.

As a general rule, a Thea Award for Outstanding Technical Innovation should ideally be limited to innovations that came into use in our industry during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace. Some years no award is given in this category. Other years, one award is customarily given.

- **The Thea Award for Outstanding Achievement (AOA) “Special Discretionary” Option**

Every so often an achievement comes along that does not fit the existing rules regarding Thea Award time limits or eligibility. Therefore, subject to all the normal judging and approval processes, this “special discretionary” option allows for **up to** one AOA award per year, which may be at variance with

the limits on eligibility dates or other technicalities. If awarded, this award should not be called a “special discretionary” award; it is an otherwise normal AOA award. Like other AOA awards, it should be assigned an appropriate sub-category name as further described below.

E. For clarity, the TEA Masters program is a separate TEA recognition, not a Thea Award, and not judged by the Awards Judging Committee. The TEA Peter Chernack Distinguished Service Award (usually one per year) is not a Thea Award. Although presented at the Thea Awards Gala Event, the TEA Peter Chernack Distinguished Service Award is judged by others, not by the Thea Awards Judging Committee.

3. Award Sub-Categories

There are **no** required recurring sub-categories. The Awards Judging Committee should judge outstanding achievements of whatever kind and in whatever number they occur. The sub-category names can be later invented by the Awards Judging Committee to reflect the achievements.

As a reminder, to assure generous consideration of all fields, the Awards Judging Committee will consider achievements in these **and other fields**:

- Attractions
- Corporate Brand Experiences
- Family Entertainment Centers
- Heritage Centers
- Holiday Overlays
- Immersive/Themed Experiences
- Interactive Experiences
- Interactive Theaters
- Marine Parks/Aquariums
- Museums/Exhibits
- Other
- One-time events such as opening or closing ceremonies, etc.
- Outstanding Technical Innovation
- Science Centers
- Shows
- Spectaculars, including but not limited to Lake Shows, Fountain Shows, Stunt Shows, Sound & Light Shows, Parades, etc.
- Theme Parks
- Themed Restaurants, Hotels & Casinos
- Traveling Exhibitions
- Visitor Centers
- Water Parks
- World Expos
- Zoos

These award sub-categories are only a starting point to encourage the generous consideration of many types of projects. The Awards Judging Committee may award multiple achievements, or no achievements, from any of these various project types and may, at any time, develop additional sub-category descriptions depending on the types of projects submitted for consideration.

When presented to the International Board, each final proposed recipient will be assigned a sub-category which could be selected from the above or otherwise invented by the Awards Judging Committee, to help differentiate the various recipients.

4. Requirements for Re-Imagings

A “Re-Imagining” is a change that is substantial, imaginative and compelling, in the judgment of the Awards Judging Committee. When judging achievements that are re-developments of a pre-existing attraction, candidates must provide enough information about what was there before, to enable the Awards Judging Committee to identify and evaluate the new work completed in the eligibility period. “Re-hab,” repairs alone, such as fresh paint, new carpet, etc. will not qualify.

5. Eligibility Period

Anyone may propose an achievement for Thea award consideration, including non-TEA members.

To be eligible, all achievements proposed for an AOA must have opened or been first presented to the

general public during the award cycle period defined at the beginning of this document. Within that eligibility period, it does not matter how long an achievement was open. Some achievements might run a single season or an hour. In most cases, this gives each achievement a two-year window of eligibility. This two-year eligibility window is thought useful to allow more time for news of achievements to reach the Awards Judging Committee. Any achievements in their second year of eligibility will be reconsidered if resubmitted and additional documentation is submitted. The judges have the *option* but not the obligation to reconsider achievements that did not supply additional information, and which did not file a resubmission.

There is no two-year eligibility limit on The **Buzz Price Thea Award**, the **Thea Classic Award**, the **Thea Catalyst Award** or the “special discretionary” option. A Thea Award for **Outstanding Technical Innovation** should be limited to innovations that came into use in one or more compelling places and experiences during the eligibility period regardless of when they were patented, innovated or first offered to the marketplace, or technical achievements which, in the opinion of the Awards Judging Committee, exhibit technical leadership or which WILL soon provide new technical possibilities to the industry.

6. Submission Eligibility Guidelines for the Committee

As a reminder, after much discussion over the years, the following have been deemed by the Awards Judging Committee to be outside “our industry,” i.e. not eligible for a Thea Award, or better served by another award-granting organization. This is meant only as a reminder of previously determined criteria and is documented here only to “remind” the Awards Judging Committee of what they have done in previous years. The Awards Judging Committee may at any time change its mind.

- Single screen films distributed to multiple theaters or in other traditional film distribution patterns (example: IMAX films shown in multiple theaters, etc.) are not eligible unless the film is 1) part of a complete attraction/experience, or 2) enhanced by other experiential elements or immersive effects/elements, such as (but not limited to) in-theater effects such as in a 4-D theater, or 3) in the opinion of the Awards Judging Committee there are other considerations that make this achievement part of our industry as opposed to the Motion Picture Academy. Multi-screen films or special venue films **are** (!) eligible if playing in a venue considered by the Awards Judging Committee as part of our industry. Examples: A 3-screen, 5-screen or 9-screen Circlevision film in a theme park, museum, world’s fair, etc. Also eligible are lighting and projection shows such as projection mapping shows, etc.
- Individual crafts that are part of a project such as direction, writing, production, art direction, lighting design (architectural or entertainment) etc. are not individually eligible. (See TEA Masters of Their Craft.)

II. The Awards Ceremony & Who accepts a Thea Award?

One unique aspect of the Thea Awards is that there are no envelopes to open and no surprise winners or losers at the awards presentation ceremony.

Another unique attribute of the Thea Awards is that AOA’s and the Thea Classic Award are given to **achievements**, rather than to any individual or company. These awards are accepted by the owner on behalf of every person and company that contributed to the achievement.

The owner of the achievement (usually the owner/operator of the attraction or the owner/distributor of the patent in the case of a Thea Award for Outstanding Technical Innovation) will be asked to officially

appoint two representatives of the achievement team to attend the awards ceremony and officially accept the award on behalf of everyone who contributed to the achievement. The two acceptors must symbolize the partnership between owner/operators and hands-on creative teams. Therefore:

- One of these acceptors can be a representative of the owner/operator or staff personnel such as developers, financiers, general managers, operators, executives, owner's project managers, museum directors, curators, etc.
- The other acceptor **MUST** be a member of the actual hands-on creative working/production team such as the project creative director, show producer, show director, etc. -- NOT a second member of the owner/operator's staff.

The two acceptors must each be given equal time to say a few words when accepting the award. The amount of time will be at the sole discretion of the Gala Show Producer, but usually no more than about 30 seconds each.

In addition to the two acceptors, others involved in the project may **accompany** the acceptors to the podium, but they should not speak.

Although two acceptors will be appointed to accept, only one statuette will be given. This statuette will belong to the owner. It will be the owner's responsibility to collect the statuette from their appointed acceptors.

If, prior to the awards ceremony, there is any controversy concerning who is the owner of the achievement, the TEA International Board of Directors will consider the question in good faith and render a final judgment as to who the owner is for the purpose of accepting the award.

III. The Awards Notification and Confirmation of Recipients

After TEA International Board confirmation (usually in the month of October), the provisional AOA achievement owners will be contacted (by the TEA President and/or Executive Director or their delegate), the provisional Buzz Price Thea Award recipients will be contacted by the Chairperson of the Lifetime Achievement Committee (or their delegate) and the provisional recipients of the Catalyst Award will be contacted by the chairperson of the Catalyst subcommittee (or their delegate.) Each provisional recipient will be congratulated and told their achievement is a "provisional recipient." To actually receive the award, the owners (or the individual to be honored) must do these things:

- Prior to the announcement of recipients in November, provisional recipients must provide the TEA with a detailed official list of credits for the achievement. (This does not apply to The Buzz Price Thea Award or the Catalyst Award honorees.) The TEA will encourage **and require** recipients to follow precedents set by previous recipients by including the longest possible list of contributors in a comprehensive and detailed credit list, including participants, companies and individuals, inside and outside, at all contract levels, all contribution levels and all sizes, from largest to the very smallest.
- The owner of each AOA achievement must appoint two representatives to attend the Awards Ceremony to accept the award on behalf of everyone involved in the achievement, as described above.
- Presentation of a Case Study is **NOT** a requirement, but it is strongly encouraged.

If any requirements are not met, the TEA International Board has the option of withdrawing the offer of the award.

After confirming compliance with these requirements, the AOA recipients will be publicly announced by the International Board (usually during the IAAPA Expo in November), but at least 60 days before the Award Ceremony. At the Thea Award Ceremony, there will be no surprise announcements of Thea Award recipients.

IV. The Wording of the Award

1. The Thea Award Statuette paid for by the TEA and presented to the owner at the ceremony, will say:

Examples for AOA's:

This Award for
(Category of the Achievement
Including Limited Budget if applicable)
is presented to
(Name of the Achievement)
(City, State & Country of the Achievement)
Representing Outstanding Achievement in
the Creation of Compelling Places and Experiences
--
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This Thea Award for
Excellence
is presented to
The Scary Dark Ride
Balboa, California, USA
Representing Outstanding Achievement in the
Creation of Compelling Places and Experiences
--
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Example if Limited Budget:

This Thea Award for
Attraction Excellence on a Limited Budget
is presented to
The Scary Dark Ride
Balboa, California, USA
Representing Outstanding Achievement in the
Creation of Compelling Places and Experiences
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Notice these critical points:

- The award is presented to the achievement, not the owner.
- The owner's name does not appear on the award.
- If the project was entered in and is being recognized for Achievement on a Limited Budget, the words "Achievement on a Limited Budget" shall in all cases appear on all copies of the award.
- The wording for all categories other than Classic and Lifetime, **always** begins with "This", never "The".

In the case of The Thea Award for Outstanding

This Thea Award for
Technical Innovation
is presented to

Technical Innovation, the full-size AOA Award will say:

(Name of Innovation)
(location if pertinent)
**Representing Outstanding Achievement in the
Creation of Compelling Places and Experiences**
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Again, notice these critical points:

- The award is presented to the technical achievement, not the owner and not the inventor.
- Neither the owner’s name nor the inventor’s name appears on the award.
- For the Technical Innovation category, the copy begins with the word “This” instead of “The”.

The full-size Thea Classic Award will say:

**The Thea Classic Award is
presented to**
*(Name of Achievement) (Location
and Country)*
**which has Stood the Test of Time in the Creation of
Compelling Places and Experiences**
--
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Notice these critical points:

- The award is presented to the achievement, not the owner.
- The owner’s name does not appear on the award.
- For the Classic category the copy begins with the word “The” instead of “This”.

The Buzz Price Award will say:

The Buzz Price Thea Award
Recognizing a Lifetime of Distinguished Achievements is presented to
(Name of Achiever)
whose Career and Contributions to the Industry have been
Judged by their Peers to Represent
the Highest Standards of Excellence and Creative Achievement
in the Creation of Compelling Places and Experiences

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Notice these critical points:

- This and the Catalyst Award are the only regular (full size) Thea Awards where the achiever’s name appears on the award.
- For the Buzz Price Lifetime category, the copy begins with the word “The” instead of “This”.

The Thea Catalyst Award will say:

This Thea Catalyst Award
is presented to
(Name of Achiever)
whose Contributions to the Industry
have achieved a real and positive impact
that inspires and/or empowers those who create Compelling Places and Experiences

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Notice these critical points:

- This and the Buzz Price Award are the only regular (full size) Thea Award where the achiever’s name appears on the award.
- For the Catalyst category the copy begins with the word “This”.

2. Team Member Awards

Each achievement will be given one copy of the full-size Thea Statuette, paid for by the TEA.

Although not required, the TEA expects *and hopes* that both individuals and companies credited as contributors to an honored achievement, will purchase a team member award of the AOA. The engraving on the team member award will clearly and accurately state the buyer’s credit or relationship to the achievement.

For example:

The Thea Classic is presented to
(Name of attraction)
(Location and Country)
which has Stood the Test of Time
in the Creation of Compelling Places and Experiences
(Confirmed Credit) by
(Name of Achiever)
-
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The Thea Classic
is presented to
The Scary Dark Ride
Balboa, California, USA
which has Stood the Test of Time in the Creation
of Compelling Places and Experiences
Music by
Laurence Wright
-
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Another example:

This Thea Award for
Attraction on a Limited Budget
is presented to
The Crater on Route 66
Route 66, Arizona, USA
Representing Outstanding Achievement in the
Creation of Compelling Places and Experiences
Creatures Supplied by
Road Kill Highway Cleaning Company
--
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Notice these critical points:

- The award is presented to the achievement, not the contributor.
- The contributor’s name must always be immediately accompanied by the specific credit, verified by the credits on file at the TEA, which can only be changed by the owner (see below).
- The sub-category (i.e. museum, theme park, etc.) can also be named if specifically requested by the purchaser.

3. Name of the Achievement and Name of Sub-Category

For uses including but not limited to award engravings, the Name of the Achievement and the Name of Sub-Category shall in all cases remain as determined by the Awards Judging Committee.

4. Name of Contributor and Contributor’s Verified Credit

Except in cases specifically approved by the TEA International Board, the name of the Contributor and the Contributor’s Verified Credit appearing on every team member award must be accurately based on the credits appearing on the official credit list supplied to the TEA by the owner of the achievement.

Credits on file with the TEA may be modified only by the owner of the achievement. Special consideration will be given to individuals employed by owners, such as governments or large corporations, that forbid recognition or credit for their individuals. In such cases, uncredited – but – deserving contributors within the owner’s organization should be allowed to obtain duplicate awards with their names and an appropriate credit, if recommended by the outside vendors credited with producing the achievement recommend it, and the TEA International Board approves the variance.

Who can buy a team member award? Project team members (companies or individuals) can purchase team member awards from the TEA, provided they are listed in that official project credit list.

V. Use in Advertising and PR

Although not required, the TEA expects *and hopes* that both individuals and companies connected to the achievement honored by an AOA, will promote themselves by advertising or publicizing their connection to the achievement. However, if they advertise or publicize, they must communicate accurately and to not misrepresent the Achievement or the AOA award by either omission or commission. This includes but is not limited to:

1. The Achievement must be described as it appears on the AOA award. It must state that the award went to the achievement and it must use the official Name of the Achievement. Example: If the Achievement was for the invention of a new 3-D process used in a new show, the advertising and promotional material must not suggest or allow the reader to assume that the entire show has received the award. The credits must be accurate. If the ad is for a subcontractor such as Smith's Scenery, the advertising must use the official Contributor's Verified Credit, and it must not suggest or allow the reader to assume that Smith's Scenery produced the entire show or individually won the award. This applies equally to owners. If an attraction at Smith World Theme Park receives an award, the advertising must be clear that the attraction received the award. It must not suggest or allow the reader to assume that ALL of Smith World won the award.
2. The meaning of the award must not be misrepresented. Example: The AOA Award is never for "***the***" outstanding achievement of the year, but simply recognizes ***an*** outstanding achievement.
3. Recipients must refer to themselves or their achievement as "recipients," never "winners" of the award.
4. No advertising, announcements or press releases may take place before the official announcement of the recipients by the TEA International Board of Directors.

VI. The Awards Judging Committee and its Duties

1. Conduct of the Awards Judging Committee

Members of the Awards Judging Committee will conduct themselves in accordance with the highest standards of professional ethics and professional courtesy. All conversations and decisions taken by the Committee in session are strictly confidential. Under no circumstance is a member of the Committee to discuss how or why the Committee's specific decisions were reached, except as consistent with the written descriptions in the Slate of Final (and Board approved) proposed recipients.

2. Conflict of Interest

Unlike The Buzz Price Thea Award or the Catalyst Award, achievements by members of the Awards Judging Committee remain eligible for an AOA Award provided the conflict of interest protocol in this Section is followed. This applies to achievements created by or with the involvement of a member of the Awards Judging Committee or the company they work for.

While the Awards Judging Committee is deliberating, and again when the slate of proposed recipients is presented to the International Board for approval, any person with a possible conflict of interest must declare their conflict of interest and excuse themselves (i.e. leave the room or disconnect from the teleconference) during any discussion of any ***individual*** project that the person or their company worked on. They may not personally make a live in-person presentation of their achievement, participate in the discussion or even answer simple questions regarding their individual project. They ***may***, however, vote for a larger slate of proposed recipients which may happen to include their project,

as long as their individual project is **not** being individually discussed or voted on by itself.

The more complex achievements (such as an entire theme park) frequently involve large percentages of the industry and multiple teams sometimes working in isolation, and, therefore, the no-participation rules should be a matter of personal judgment if the person's connection to the achievement under discussion is remote. On the other hand, even the slightest conflict of interest should be declared.

3. Committee Membership

The Awards Judging Committee will include:

A. All living past recipients of the The Buzz Price Thea Award – Recognizing a Lifetime of Distinguished Achievements (formerly Thea Lifetime Achievement Award.) At this writing this includes Don Iwerks (97), Bob Gurr (99), Tony Baxter (01), Barry Upson (05), Yves Pepin (06), Bob Rogers (07) Jack Rouse (08), Robert Ward (09), Mark Fuller (10), Kim Irvine (11), Joe Rohde (12), Frank Stanek (13), Garner Holt (14), Ron Miziker (15) Keith James (16), Jeremy Railton (17), Phil Hettema (18), Mark Woodbury (19), Nancy Seruto (2020), Bob Weis (2021), Doris Haroon (2022), Roland Mack (2023), **PENDING IB APPROVAL** (2024) plus Monty Lunde, recipient of a Thea Lifetime Achievement Award with a one-of-a-kind sub-title: Outstanding Individual (96). Their terms never expire and are not subject to re- appointment. Unlike other members of the Awards Judging Committee, they may serve as a Committee member, Vice Chair or Chair, even if they are also members of a TEA International Board of Directors.

Recipients of The Buzz Price Thea Award may not resign, but from time to time, some Lifetime Achievement members may elect to go on inactive status. We will continue to proudly list all living Lifetime Achievement recipients as members of the Awards Judging Committee, but an asterisk or other mark will identify "Judge Emeritus" members. A Judge Emeritus is a living Lifetime Achievement recipient who is currently retired from active judging. A Judge Emeritus may, at any time, declare him/herself once again active and immediately return to full participation as a member of the Awards Judging Committee.

Plus:

B. One Board Liaison Member representing the TEA International Board, appointed by the TEA International Board for a one-year term starting at the end of the IAAPA Trade Show. This Board Liaison Member can be (but does not have to be) a member of a TEA International Board. This person can participate in deliberations but they are a non-voting member of the Awards Judging Committee.

Plus:

C. Fifteen Members-at-Large – Members at Large must not be voting members of the TEA International Board of Directors. (This places the responsibility for judging the achievements squarely on the Awards Judging Committee, along with the blame for an unpopular awards, thus reducing the political pressure on the popularly elected, voting International Board members concerning awards.)

A prime objective of having Members-at-Large is to assemble a diversity of experience, knowledge, skills and (to the extent practical), geography that represents the wider membership of the TEA. To be considered, a candidate for Member-at-Large should meet some very high and demanding standards including:

- A stature in the industry that commands wide respect for their achievements, judgment and fairness.
- A traveler. The committee has no travel budget. Therefore, an Awards Judging Committee member should ideally have a job that takes them around the world, giving them an opportunity

to personally experience some of the best new projects of our industry.

- The ability to participate in the regular series of seven to eight formal meetings of about 3 to 3 ½ hours each between mid-August and mid-October. Virtual participation via video conferencing is acceptable, however, in-person attendance in Burbank is encouraged when circumstances allow.
- In addition to the regular meetings, Members-at-Large must be willing and able to do the considerable, outside homework of serving on additional category sub-committees, looking over videos and other documents of submitted achievements and, when possible, personally visiting achievements under consideration.

4. Terms and Term Limits

The annual terms for the Chair and Awards Judging Committee Members for any given year start at midnight on the night of the Gala Awards presentation. Thus the new incoming Awards Judging Committee Members and Chair may have been chosen the previous fall, but they don't take office until after the next Gala which is usually in the spring. Prior to the Gala, any business requiring Awards Judging Committee approval between October and the Gala will remain under the jurisdiction of the outgoing Awards Judging Committee and its Chair.

Each year, five Members-at-Large will be appointed (as described in more detail below) to each serve a three-year term. Members-at-Large may be reappointed for a second consecutive three-year term, after which they must take at least one year off. If a Member-at-Large was appointed to serve out the remaining 50% or more of a term, they are eligible for only one more additional consecutive three-year term before needing to take a year off. But if they were appointed to serve out less than 50% of a term, they are eligible for re-election to an additional two more consecutive three-year terms before needing to take a year off. After taking a year off, a former Member-at-Large is again fully eligible for membership in accordance with the usual process.

5. Chair and Vice-Chair

The Chair and Vice-Chair must be chosen from among the voting members of the Thea Judging Committee and they also remain voting members while serving. For further clarity: The Chair and Vice-Chair may vote on every issue that comes up before the Committee, with the only exception being their own election or re-election.

At the **end** of the annual judging cycle (approximately September), the Awards Judging Committee will elect by majority in a secret vote, a Chair who will take office and serve for the next judging cycle, which will begin immediately after the upcoming Thea Gayla. A Chair may serve multiple consecutive terms but must stand for reelection annually.

At the **start** of the annual judging cycle, the new Chair will propose, and the Awards Judging Committee will confirm by majority vote, a Vice-Chair who will assist the Chair during the coming cycle. It is presumed that the Vice-Chair is prepared and willing to become the Chair for the following award year, subject to a confirming vote of the Awards Judging Committee, as described in the previous paragraph. If the incoming Chair's proposed Vice-Chair cannot be confirmed by popular vote of the Awards Judging Committee, other eligible Vice-Chair candidates will be proposed and selected by secret vote of the entire Awards Judging Committee.

Unless they are a recipient of The Buzz Price Thea Award (formerly Thea Lifetime Achievement), neither the Chair nor the Vice-Chair can be a voting member of the TEA International Board of Directors nor the International Board Liaison member.

In the event that the Chair of the Awards Judging Committee resigns, becomes ineligible or is no longer able or willing to perform their duties, the then Vice Chair will become the Acting Chair for the remainder of that awards cycle. In the event a Vice Chair resigns or becomes unable to serve, the Awards Judging Committee will elect by majority vote a new Vice Chair to complete the term.

6. New Member-at-Large Nomination

Each September or October, the Committee will, by majority vote, nominate five proposed Members-at-Large to fill the open seats for the following year. This process begins with the Committee Chair appointing a membership nominating sub-committee which will consist of members of the then current Awards Judging Committee which will include only Committee members whose terms are not up for reappointment. This Sub-Committee will develop a slate of candidates to fill the open positions, either through new appointments or thru reappointment of Members-at-Large to a second three-year term, subject to the term limits policy. The work of this sub-committee will then be presented to the entire Awards Judging Committee, but any members who are then eligible for reappointment to a second three-year term will excuse themselves from this portion of the meeting. Ideally, the slate will include more candidates than positions so that the full Committee has some choices. The full Committee, minus those whose terms are up for reappointment, will then vote to determine which candidate will be proposed (no more than one for each open position) for confirmation by the outgoing TEA International Board prior to the November IAAPA Expo. In the event that the TEA International Board declines to approve a proposed Member at Large, the Awards Judging Committee Chair and/or Vice Chair will meet with the President of the TEA International Board and use their sincere best efforts to agree on a substitute candidate which the Committee can nominate and which the TEA International Board can confirm. If, by the end of the IAAPA November Trade Show, there is no agreement between the Awards Judging Committee and the TEA International Board, or if the TEA International Board has failed to approve the proposed Member at Large for any reason, then the Awards Judging Committee may fill the remaining vacancies by majority vote of the Awards Judging Committee (not including any current members up for possible reappointment).

7. Member Resignation/Ineligibility

In the event a Member-at-Large resigns or becomes ineligible by becoming a voting member of the TEA International Board Member, a replacement may be appointed by majority vote of the Awards Judging Committee, to serve out the remainder of the term. If a Member-at-Large misses 3 or more meetings in a single judging cycle, the Awards Judging Committee may, at the Committee's option, require their resignation and replace them by majority vote.

8. Award Submission Forms and Processes

A Call for Submissions form will invite all TEA members and others to recommend candidate award recipients. The Awards Judging Committee has sole authority over all aspects of the form. The Call for Submissions form should be released no later than May 1, with a return deadline of no later than July 10, unless otherwise approved by the Awards Judging Committee. The Awards Judging Committee may at its discretion revise the Call for Submissions. It is hoped that the Association's web site will be updated in a timely manner.

9. Judging Process & Annual Cycle

The Awards Judging Committee will usually begin weekly meetings in August of each year, to review the proposed Thea Award Candidates. The Awards Judging Committee may add award candidates at any time, including after the general deadline. The Awards Judging Committee may either eliminate a proposed candidate or table the candidate while additional information is sought. The Awards Judging

Committee takes these actions by majority vote of those in attendance.

The Awards Judging Committee may consider Candidate recipients suggested by any credible source (including non-TEA members), but the Awards Judging Committee is under no obligation to follow or confine themselves to those suggestions. The Call for Submissions is not an election. The Awards Judging Committee is not required to consider the number of Candidate Submissions or recommendations that an achievement received from outside the committee. The Awards Judging Committee is expected to use its judgment in selecting final recipients.

The TEA recognizes that it is impossible for the members of the Awards Judging Committee to have personally seen all the candidate recipients. Members of the Awards Judging Committee will therefore have the option of relying on information supplied by trusted professional contacts in the industry or information, videos, brochures, articles, etc. supplied by the Candidate achievement, the person filing the Submission or other sources.

From time-to-time the Awards Judging Committee is faced with candidate achievements which have controversial or sensitive topics as their theme. These may be political, religious or others. In order that the Awards Judging Committee can judge fairly and without prejudice, these achievements shall be considered in a two-step process. First, the achievement shall be reviewed strictly on the merits of the attraction and its qualities – the controversial issues shall be set aside. During this process, any Awards Judging Committee member who feels that their objectivity may be compromised due to their personal beliefs concerning the topic should recuse themselves from this first step in the proceedings. Next, should the topic pass through the first step to the “short list,” the Awards Judging Committee will then consider the implications of the topic on the Thea Awards and the TEA. As necessary, the Awards Judging Committee will review options for protecting the organization from the perception of endorsement of the particular topic. This may include development of certain disclaimers, or the termination of the candidate achievement from consideration for an award.

ALL submissions are reviewed either by multi-member subcommittees or by the full Awards Judging Committee. The Awards Judging Committee may appoint sub-committees to identify projects that should be considered by the full Committee, to perform initial evaluations of given categories of achievement and make preliminary recommendations prior to the actual vote by the full Awards Judging Committee. The Awards Judging Committee is not bound by the recommendations of the Sub-Committee. The Awards Judging Committee is solely responsible for determining the recommendation to be sent to the TEA International Board.

By early to mid-October, the Awards Judging Committee will have narrowed the candidates to a proposed final list of award candidates, which will then require a final approval using the following method: “Active Participants” shall mean Committee members (Lifetime or MAL) who attended or participated remotely in more than 50% of the weekly meetings from week 1 to week 8. If a quorum of the Active Participants is present or participating remotely, the final list requires approval by a simple majority (over 50%) of and the Active Participants present or participating remotely. If a quorum of Active Participants is not present, or participating remotely, the final list requires approval by 2/3 of those Active Participants present or participating remotely.

The proposed final list of award candidates should be the actual number of achievements expected to receive awards -- not a ballot from which the TEA International Board is expected to select recipients. It is generally expected that all of the Slate of Final Recommended Recipients will be confirmed by the TEA International Board.

For each achievement on the Slate of Final Recommended Recipients, the Awards Judging Committee shall specify:

- The Name of the Achievement
- The Sub-Category of the Achievement

The above items are a key part of the award and may not be changed or omitted from published listings, etc. without the approval of the Awards Judging Committee. In addition, the Awards Judging Committee shall provide a written explanation of why each achievement (or lifetime achiever) should receive this award.

Final proposed recipients will be presented in confidence to the TEA International Board for their review and approval, usually by the mid/late October meeting. The TEA International Board can reject a final proposed recipient or send it back to the Awards Judging Committee for reconsideration, but the TEA International Board cannot propose alternatives. (This places the responsibility squarely on the Awards Judging Committee, along with the blame for an unpopular selection, thus reducing the political pressure on the TEA International Board concerning awards.) It is expected but not required that the TEA International Board will approve all final proposed recipients at the meeting during which the slate is first presented. Timing of approvals is up to the TEA International Board.

The Chair of the Awards Judging Committee must be present (physically or electronically) at the final voting of the TEA International Board voting in order to answer questions and represent the Awards Judging Committee to the Board. Additional Awards Judging Committee members may attend if available.

Up to this point, all results are strictly confidential and must stay within the Thea Judging Committee. No internal deliberations or decisions concerning the judging should ever be revealed to people outside of the Awards Judging Committee. The same applies to discussions during presentation to, and approval by the International Board. We do not want to falsely raise expectations or hurt anyone's feelings. The announcement of the provisional recipients is strictly the responsibility of the TEA International Board.

The official responsibilities of the Awards Judging Committee officially end at midnight on the night of the Awards Gala, but for all practical purposes their work is complete when all of the following tasks are complete:

- The TEA International Board has approved the final awards list that the Awards Judging Committee has proposed, and
- The outgoing TEA International Board has confirmed the four new or renewing Members-at-Large who will start their terms in the following award cycle, and
- The rules for the next year have been revised by the Awards Judging Committee and verified by the International Board.

The Awards Judging Committee is not responsible for producing the award presentation event, although many of the same people may be separately involved in that effort.

10. Advisors

At any time during the judging cycle, any Awards Judging Committee member may seek confidential advice from individuals who may have special knowledge of an achievement under consideration. Such Advisors may be asked to advise, but they do not vote at any level. Only members of the Awards Judging Committee may vote at the Sub-Committee level or at the full Awards Judging Committee level.

If such an Advisor is privately consulted by a single Awards Judging Committee Member regarding just one or a few candidate achievements, they are considered a "**Level 2 Advisor**" and no special pre-approvals are required.

If an Advisor is to take a more involved role, allowing them substantial access to Submission materials or allowing them to deliberate (They may **not** vote.) with a Sub-Committee or review a substantial number of different candidate achievements, they would be a “**Level 1 Advisor,**” in which case their appointment must be pre-approved by majority vote of the full Awards Judging Committee and they must sign a non-disclosure agreement.

Advisors (Level 1 or 2) may NOT vote as part of the Sub-Committee and MAY NOT be present during the full Awards Judging Committee’s deliberations, but in other ways they may participate in a Sub-Committee’s deliberations. Like members of the Awards Judging Committee, they must recuse themselves and neither participate in nor listen to conversations about candidate achievements for which they have a conflict of interest. Advisors do not have to be members of the TEA, but they must not be voting members of the TEA International Board. Advisors are appointed for service within the current judging cycle and do not automatically carry forward into future years unless separately reappointed by the Awards Judging Committee each year.

11. Guests

Attendance at deliberation meetings of the Awards Judging Committee is strictly limited to Committee Members. These include:

- a. Past recipients of the Buzz Price Thea Award for Lifetime Achievement
- b. Members-at-Large
- c. The Board Liaison

The following exceptions may be made ONLY with the unanimous approval of the Awards Judging Committee.

- a. Advisors may present findings and recommendations, only if unanimously invited by the Awards Judging Committee and only regarding projects for which they have no conflict of interest. But they may only be present for their presentation and must not remain present or electronically connected during deliberations or voting.
- b. Other rare exceptions can be made, only by unanimous invitation of the Awards Judging Committee.

12. Changes to the Rules

In addition to the other responsibilities outlined in these rules, the Awards Judging Committee is also responsible for reviewing the Awards Rules (this document) and, by majority vote, recommending amendments to be confirmed or rejected by the International Board of Directors. In the event the International Board of Directors rejects a change, the matter is referred back to the Awards Judging Committee for reconsideration. No change in the rules is valid until it has been both recommended by the Awards Judging Committee and subsequently approved by the International Board of Directors.

If, by the end of the IAAPA Expo Trade Show or at the latest December 15, there is no final agreement between the Committee and the TEA International Board regarding Rules, or if the TEA International Board has failed to approve the new proposed Rules for any reason, then the new proposed Rules will defacto be declared approved as originally proposed by the Awards Judging Committee.