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FOR: HGA Architects and Engineers  
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## **HGA WINS BEST OF SHOW IN NATIONAL MARKETING COMMUNICATIONS AWARDS PROGRAM**

### **Award Selected from 240 Submissions**



Minneapolis, Minnesota—HGA Architects and Engineers (HGA) won **Best of Show** in the 32<sup>nd</sup> Annual National Marketing Communications Awards (MCA) program, sponsored by the Society for Marketing Professional Services (SMPS). The Best of Show was selected from 240 submissions across the United States and Canada during SMPS's annual conference, Build Business, in Las Vegas, Nevada, this July.

In an initial round of judging, HGA took 1<sup>st</sup> Place in the "Specific Project Marketing" category for its proposal/interview submission to Children's National Medical Center in Washington, D.C. Specific Project Marketing refers to items developed in support of winning one specific project. Jurors praised the submission for being a "well-executed proposal using great color, graphics, and content of the

actual project."

HGA then competed with other 1<sup>st</sup> place winners in 18 categories for Best of Show, judged by a separate team of jurors.

The Best of Show jurors praised the submission for having "a clearly defined objective and measurable goals. They took the time to put together a connected team to support their strategy that helped in achieving their overall success. The personalization and consistent theme and messaging of this project was executed wonderfully. This project was a well-deserved award!"

The Best of Show jurors included leading marketing, communications and media specialists within the architecture/engineering/construction (A/E/C) industries. The general category jurors included marketing professionals across industries.

Both awards were based on clearly presented marketing objectives, creative design, quality materials, innovative content, adherence to budget/cost goals, and measureable results.

HGA previously won Best of Show for its proposal of the Fort Snelling Visitor Center and Museum in St. Paul, Minnesota, in the 2007 National MCA program.

Based in Alexandria, Virginia, SMPS is the national professional marketing association for the A/E/C industries.

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**ABOUT HGA**

HGA is an integrated architecture, engineering and planning firm that helps prepare its clients for the future. With offices in Minneapolis and Rochester, Minnesota; Milwaukee, Wisconsin; and Los Angeles, San Francisco and Sacramento, California, the nationally recognized firm has developed expertise in the healthcare, corporate, arts, community, higher education, and science/technology industries since 1953. HGA's culture for interdisciplinary collaboration, knowledge sharing and design investigation enables its clients to achieve success with responsive, innovative and sustainable design. Visit [www.HGA.com](http://www.HGA.com).

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