

HOW HIP IS IT?
Rules and Procedures

Entries

Final submissions must be emailed to HowHIP@HIPInvestor.com by 11:59PM PST on the last day of each month. The email package must contain the following components*:

1. HIP Analysis: maximum one-page analysis including Health, Wealth, Earth and Equality categories including sources (all of which must be ethically and legally obtained).
2. Graphic: a minimum of one graphic that supports your entry.
3. Contact Information: name, email, school/company, year/title, and mailing address.

*Any package that does not include all of these attachments or any of the required information will not be eligible for the prizes.

**All submissions become the property of HIP Investor, Inc. to use as they wish.

Judging

A panel of leaders from the business, social and government sectors will review all submissions anonymously and select a winner. The entries will be judged based on (1) quality of analysis and research using the Health/Wealth/Earth/Equality measurements; (2) creativity and quality of final presentation; and (3) graphic choice. All entrants will be notified of the outcome by the 5th of the following month.

Annual Competition

All monthly winners will automatically be entered to win the HIP Product of the Year and will have the opportunity to create a digital presentation (think YouTube!) of the analysis (must be submitted by 11:59PM PST on August 1, 2008 - details will be sent to all monthly winners). At the end of the year, these presentations (along with the analysis!) will be posted online for a period of popular voting. The top vote getter will receive \$1000, be announced in a national press release, and earn a place in HIP's presentations, delivered at conferences and universities worldwide.