

## 2023 FLC Planner Guidelines

It's that time of year again. Time to gather your federal R&D in pictures for the popular (award winning) FLC Planner.

As they say - a picture can be worth a thousand words! Those special images can be very important to the technology transfer process. The right picture can clarify a problem, demonstrate technical expertise, or illustrate a prototype better than the written word.

The FLC Planner celebrates T2 achievements with the images displayed in this handsome publication. Now is the time to find your top pictures and send them in before the deadline of ~~August 19~~. **August 26**.

Don't miss this opportunity! Submission requirements are below and click on this link to submit today: [2023 FLC Planner Application](#)

You will need to login to the FLC portal for your submission.

Join your T2 colleagues in celebrating the beauty of T2 in pictures. Last year's Planner won a **Gold Excel Award** from the marketing and information publishing industry. Will your image be in another award-winning Planner? Click [here](#) to view last year's Planner.

***Submit today for a chance to be published in the sought-after 2023 Planner - the FLC's annual publication in which your images depict the innovative research and development that occurs every day in our nation's federal laboratories.***

### **Submission Requirements**

**1. A high-resolution photo (or graphic containing at least one photo) of the featured technology that showcases the R&D conducted at your lab**

- Full size (10" tall x 13" wide)

- Horizontal (landscape) orientation
- High resolution (300 dpi at full size)
- In one of the following formats: TIFF, JPEG, EPS, PSD, or AI

All these requirements **MUST** be met for your submission to be considered. No more than eight submissions per federal laboratory.

*Optional: You have the option to include one main image and a second image to be used as an inset. The inset photo **MUST** add to the story being told by the main image.*

## **2. A photo caption explaining the technology's scientific relevance, the tech transfer effort(s) associated with the technology, and its potential impact**

- Captions **MUST** be 100 words or less.
- Captions **MUST** be written in layman's terms, with all technical terms defined and acronyms spelled out on first reference.
- Scientific relevance could be addressed by describing how this technology is an improvement over existing option.
- Tech transfer effort should mention a partnership or the recipients who benefit or could benefit from the technology's availability.

## **3. A laboratory bio**

- Bios **MUST** be 70 words or less.
- All acronyms must be spelled out on first reference

## **4. A photo credit (the name of the person or laboratory responsible for taking the photo)**

**5. Laboratory logo (300 dpi, in one of the following formats: TIFF, JPEG, EPS, PSD, or AI). Partner logos may also be included if the partner is also a federal laboratory.**

## **Promotion, awareness, and recognition for your agency/lab!**

- The Planner is delivered to Congress and the entire FLC community
- Planner shared in the FLC Digest
- Featured on FLC website
- Showcased on social media
- New audience potential: The FLC 2022 Planner won a Gold Award at the Annual AM&P Network EXCEL Awards.

## **View the selection process**

Those images selected to be featured in the 2023 Planner will be notified via email.

Submissions not selected for a feature in the 2023 Planner may be featured elsewhere on the FLC website.

The deadline for submissions is **8pm ET on August 19, 2022. No more than eight submissions per lab will be accepted.**

For questions regarding the submission criteria, judging or deadline, contact Jessica Znidarsic at [jznidarsic@federallabs.org](mailto:jznidarsic@federallabs.org).