

AUCTION MARKETING COMPETITION

NAA + USA TODAY

ENTRY FORM



722 ACRES M/L

DATE SEPTEMBER 11, 2018
TUESDAY, 10:00 AM

LOCATION ACORNS GOLF LINKS
3933 AHNE ROAD
WATERLOO, IL 62298

SELLERS: WAMBLE MOUNTAIN FARMS, LLC
OFFERED AS 7 TRACTS

MONROE COUNTY, IL
FARMLAND AUCTION

PEOPLES COMPANY
INNOVATION. INTEGRITY. QUALITY.

STEVE BRUERE: 515.222.1347, STEVE@PEOPLESCOMPANY.COM

LISTING #14270

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LIKE WE DO®**

**\$843
MILLION
& 465,956
ACRES**
Sold in 2018

Free Evaluation,
No Obligation Consultation
Call Us Today!

United Country
Real Estate
FARM | RANCH | HUNTING

UCHeardAuction.com | 580-323-6120

Multi-Property

AUCTION

August 2nd
36 PROPERTIES

WICHITA | AUGUSTA | HAYSVILLE | VALLEY CENTER | WELLINGTON

REGISTRATION FORM

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

PAYMENT INFORMATION *PLEASE NOTE FREE ENTRIES ARE NO LONGER ACCEPTED*

(_____ X \$20) + (_____ X \$40) = _____
OF ENTRIES # OF CAMPAIGN ENTRIES TOTAL AMOUNT DUE

PAYMENT TYPE (PLEASE CIRCLE): CHECK: CHECK NO. _____ CREDIT CARD

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

HOW TO ENTER

- COMPLETE THE REGISTRATION FORM
- COMPLETE A SEPARATE ENTRY FORM FOR EACH SUBMISSION
- SUBMIT ALL ENTRIES BY FEB. 14, 2020

**MAIL ENTRIES TO NAA HEADQUARTERS:
MARKETING COMPETITION
8880 BALLENTINE ST.
OVERLAND PARK, KS 66214**

**EMAIL SUBMISSIONS FOR RADIO, VIDEO OR
PHOTOGRAPHY CATEGORIES TO:
ENTRIES@AUCTIONEERS.ORG**

**QUESTIONS? CONTACT ADAM KENNE:
AKENNE@AUCTIONEERS.ORG**

GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between April 18, 2019 and Jan. 31, 2020.
2. Each entry must be accompanied by a \$20 entry fee. Campaign of the Year requires a \$40 entry fee.
3. Every entry requires an entry form and a corresponding registration form.
4. Printed entries must include two copies.
5. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
6. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards will be given for photography, print and digital.

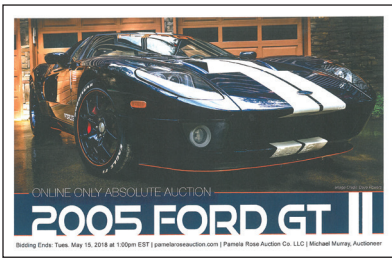
FOR MORE INFORMATION, VISIT AUCTIONEERS.ORG/MARKETINGCOMPETITION

AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

Submit a binder with title pages dividing major sections that includes any or all of the following:

- A brief, one-page summary of your auction campaign.
- Important information on why the auction was noteworthy
- Marketing strategy and tactics used
- Goals for the auction
- Copies of photographs, advertisements and any other promotional materials
- Innovative marketing or techniques employed
- Online marketing
- Target markets



PRINT & DIGITAL

Categories

- Postcards
- Brochures & Catalogs
- Bidder Cards
- Newspaper/Magazine Print Advertising
- Public Relations & Company Promotions
- Email & Website Communications
- Social Media
- Radio
- Video

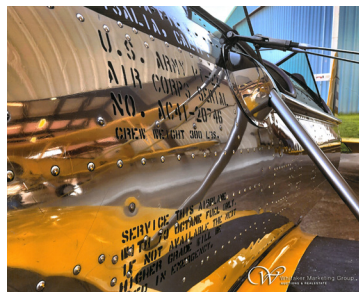


NOTE: CATEGORIES ARE NO LONGER ASSET SPECIFIC

Two copies of printed work must be submitted. Only submit original copies of printed work. No photocopies will be accepted.

Digital entries will be accepted for Radio and Video categories. Please send files to entries@auctioneers.org. These categories can also be submitted via flash drive or CD/DVD.

For company website entries, include URL on entry form.



PHOTOGRAPHY

Categories

- Auction Crowd
- Auction Team
- Auctioneer in Action
- Buyer Excited About Purchase
- Creative Photography
- Technology in use at Auction
- Fun at Auction
- Auction Lots
- Behind the Scenes



NOTE: CATEGORIES ARE NO LONGER ASSET SPECIFIC

Photos may be produced in house or by professional photographers.

The same photo may be entered in more than one category.

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to entries@auctioneers.org.

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

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