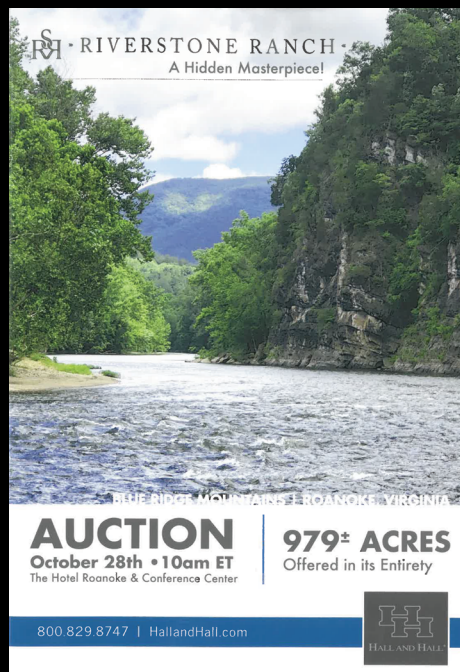
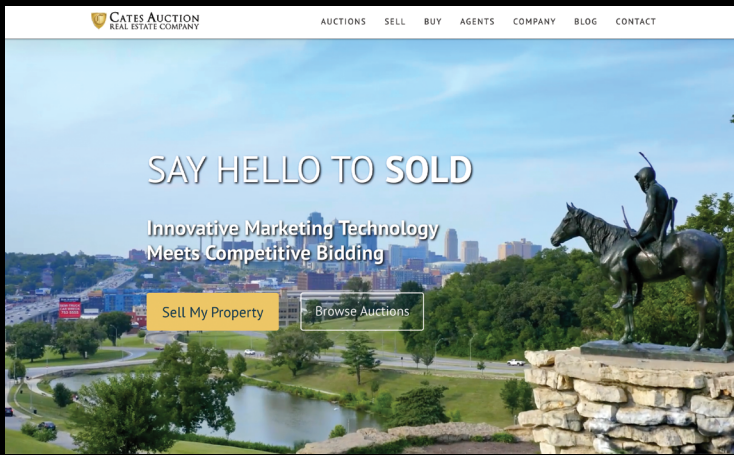


AUCTION
MARKETING
COMPETITION NAA + USA TODAY



MARKETING COMPETITION ENTRY FORM

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 \$25) + (X \$50) =
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. 15, 2022**

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 Jan. 31, 2021 and Jan. 31, 2022.
2. Each entry must be accompanied by a \$25 entry fee. Campaign of the Year requires a \$50 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 can be given by judges in any category.

FOR MORE INFORMATION, VISIT [AUCTIONEERS.ORG/MARKETINGCOMPETITION](https://www.auctioneers.org/marketingcompetition)



AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

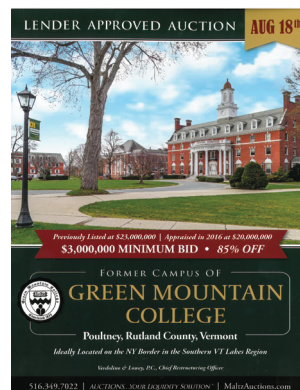
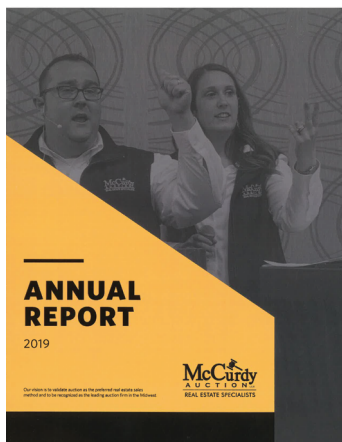
Submit a binder with title pages dividing major sections that includes any or all of the following:

- 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 Presence
Social Media Post/Campaign
Radio
Video



Submit two copies of printed work. Only submit original copies of printed work, not photocopies.

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

For company websites, 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
Real Estate

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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