



2018/2019 AAA Marketing Competition Advertising, Public Relations and Photography Division / Rules and Procedures

1. Entry Fee: \$10.00/per entry. Failure to include full payment will result in disqualification. Multiple entries for each category can be submitted by the same individual.
2. **Entries must have been created between April 2, 2018 – May 31, 2019.**
3. All entries must be received at the AAA conference on Sunday, June 2, 2019 prior to the Dinner.
4. **Late entries will not be considered.**
5. The member whose name appears on the entry form MUST be a current member of the AAA or the entry will be disqualified. Forms must clearly list the name and company name as this cannot be changed once submitted.
6. One Marketing Competition registration form is required per contestant. Each entry must have a separate category form attached to it.
7. Digital (e-mail) entries will not be accepted.
8. Each entry should be labeled as to which category it is to be submitted.
9. Entries **WILL NOT** be mailed back to those who submit them.
10. The AAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the section in which it was entered.

11. Categories 1, 2, 3, 4, and 5 must include **one original and 1 copy** of the item(s) being entered. Category 3 (Newspaper/Magazine) must include one full tear sheet showing the entire page on which the advertisement is found.
12. Category 5 (Digital & Social Media) must include one copy of entry for each submission (screenshot or PDF preferably). Category 5: Online Advertising Campaign – entries should include as many visual elements and details as possible (e.g. theme, timeline, goals, objectives, etc). Category 5: Multi-media/TV – entries must be submitted on thumb drive in Windows Media format. Category 5: Company Website and/or Blog, please include URL in your entry form or place on printed copy.
13. Category 6 (Photography)-photos may be produced either in-house or by outside professionals. Entries must be reflective of the auction industry in some capacity. The same photograph may NOT be entered in more than one category. Photos must measure 8x10 inches. Entries may be printed on in-house printers, but keep in mind that the quality of the print will be taken into consideration by the judges. **Two (2) copies of each photograph must be submitted.**
14. Winners may not be selected in all categories of the competition. Judges reserve the right to not select a winner when appropriate.
15. A Wild-Card Award will be presented. The Wild-Card will be chosen from entries that did not win in the sub-categories but that the judges felt were very close.
16. Certificates will be awarded to sub-category winners within each category. An over-all category winner will be chosen and will receive a plaque in the mail following the conference.
17. A Best of Show winner will be named from **all the overall category winners** and be presented with a plaque in the mail following the conference.



2018/2019 AAA Marketing Awards REGISTRATION FORM

ALL ENTRIES MUST BE RECEIVED BY SUNDAY, JUNE 2, 2019!

- **Remember:** Only one **registration form** per person is needed. *Each entry into a category will need an individual **entry form**.*

AAA Member/Contestants Name

Alabama License #

Official Company Name

Address

City, State, Zip

Phone

E-Mail

Website

PAYMENT INFORMATION (\$10.00/PER ENTRY)

Of Entries X \$10.00 = Total Amount Due

Payment Type (Please Circle): CHECK VISA MASTERCARD DISCOVER A/E

Name as it appears on Credit Card

Card Number

Expiration Date

CVW #

Billing Address with Zip for the Card

Signature

Send All Entries with Completed Forms and Entry Fees To:
AAA—48 N. Emerson Avenue, Ste 300—Greenwood, IN 46143
alabamaauctioneersassociation@gmail.com / 888-803-8224

2018/2019 AAA Marketing Competition

Entry Form

Contestant Categories (One Form per Entry is Required)

Category 1: Postcards

- Automobiles & Trucks
- General Household & Estates/Personal Property
- Business Liquidation
- Machinery and Equip.
- Farm & Acreage Real Estate
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial Real Estate

AAA Member/Contestant Name _____

Company Name _____

**ALL ENTRIES MUST BE RECEIVED BY:
Sunday, June 2, 2019!**

Category 2: Brochures & Catalogs

- Automobiles & Trucks
- General Household & Estates/Personal Property
- Business Liquidation
- Machinery and Equip.
- Farm & Acreage Real Estate
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial Real Estate

Category 5: Digital & Social Media

- Company e-Newsletter
- Company Website and/or Blog
- Online Advertising Campaign
- Video- Company Promotional
- Video – Auction Promotional

Category 6: Photography

Photography will be judged on the following four points:

Clarity: Is the Photo Clear? Does it make correct use of photographic techniques -light, focus, contrast?

Composition: Does the viewer's eye go to the subject of the photo? Is the shot tightly focused on the area of interest? Has the photographer moved in close enough to make sure extraneous objects/people aren't in the photo?

Story: Does the photo tell a story or evoke a feeling? Can the viewer tell what's going on? Is it memorable?

Quality: Is the photo crisp, clear, and in focus.

- Estates & Personal Property
- Auction Team
- Auction Crowd
- Auctioneer in Action
- Benefit Auction
- Buyer Excited About Purchase
- Equipment Auction
- Farm Auction
- Real Estate Auction
- Creative Auction Photography

Category 3: Newspaper/Magazine Print Advertising

- One/Two- Color
- Full-Color

Category 4: Public Relations & Marketing

- Company Press Release
- Company Newsletter/Brochure
- Company Stationary (letterhead, business cards, envelopes)
- Company Promotional/Give-a-Way Item
- Company Promotion: signage, vehicle, and outdoor advertising
- Auction Promotion: signage, vehicle, and outdoor advertising

2018/2019 AAA Marketing Competition
Entry Form
Contestant Categories (One Form per Entry is Required)

Category 7: Auction Marketing Campaign of the Year

Auction Marketing Campaign of the Year

Entry Form

Did you have one auction/campaign this year that stands out above all the rest? Enter the **Auction Marketing Campaign of the Year** Award!

IAA Member/Contestant Name

Entry Details (One form Per Entry is Required:)

1. Submit a brief, one-page typed summary of your auction campaign. Please organize in a binder with the title pages dividing major sections. Entry summaries may include any of the following:
 - Important Information on why the auction was noteworthy
 - Marketing strategy and tactics
 - Goals for the auction
 - Copies of press releases and news coverage about the auction
 - Copies of photographs, advertisements, and any promotional materials
 - Innovative marketing or techniques employed
 - Online Marketing
 - Target markets
 - Summary
2. Entries may be judged on any of the following: innovativeness and creativity; crowd-pleasing aspects; technological enhancements; promotional elements; auction crowd attendance; auction items sold; satisfaction of client(s); satisfactions of bidders; and atmosphere of event.
3. Submit one copy of the entry materials.
4. **Only auctions between April 2, 2018 – May 31, 2019** are eligible.
5. The AAA logo or statement of membership must be printed on the presentation folder or on materials in the presentation folder. Entries that do not include the AAA logo will be disqualified.
6. Entries will not be returned.
7. All entries must be received by the Marketing Contest Deadline.
8. Each entry must be accompanied by an official and completed entry form and entry fee.