

# **NYSAA ADVERTISING/MARKETING CONTEST**

## **Submit Your Best Advertising Pieces to the NYSAA Ad/Marketing Contest**

### **Published Contest Rules:**

1. Entry Fee: \$10/per entry. Failure to include full payment will result in disqualification.
2. Only entries prepared and submitted by members in good standing in the New York State Auctioneers Association will be judged in the advertising/marketing contest.
3. All entries must be from current sales year (ie. Nov. 2017 – Dec. 2018)
4. All contest entries must display the **NYSAA logo** or include the statement that the auctioneer is a member of the NYSAA. This must be printed directly on the advertising piece. (With the exception of auction firm promotion and photography.)
5. Multiple entries for each category can be submitted by the same NYSAA member or firm.
6. A separate entry form should accompany EVERY submission; alternatively, include a clear indication (such as a Post-It™ note) on each piece indicating into which category it should be placed.
7. There are 13 possible first place awards in addition to Best of Show which is strictly a judges' award and is not a separate category to be entered.
8. Judges will be impartial, outside judges obtained by the committee chairperson at his/her discretion.
9. Entries must be either mailed to **NYSAA, 48 N. Emerson Ave., Ste #300, Greenwood, IN 46143** prior to January 25, 2019 or brought to the convention and submitted to registration by 4:00 pm, Sunday, February 2, 2019.
10. Failure to comply with any of the rules will cause the entry to be ineligible for the contest.



#### **1. ONE or TWO COLOR:**

<b>Residential / Farm Real Estate</b> .....	1-a
<b>Commercial / Industrial real Estate</b> .....	1-b
<b>Personal Property (H.H) / Estate / Antiques (NO R.E.)</b> .....	1-c
<b>Commercial / Industrial / Farm (NO R.E.)</b> .....	1-d

#### **2. MULTI-COLOR:**

<b>Residential / Farm Real Estate</b> .....	2-a
<b>Commercial / Industrial real Estate</b> .....	2-b
<b>Personal Property (H.H) / Estate / Antiques (NO R.E.)</b> .....	2-c
<b>Commercial / Industrial / Farm</b> .....	2-d

#### **3. SPECIALTY:**

<b>Specialty Cataloged Auction</b> ( <i>Gun, Art, Benefit, etc.</i> ) .....	3-a
<b>Auction Firm Promotional</b> ( <i>This includes business card, stationary, postcard, YouTube, Video, pens, and any other promotional items used in your business</i> ) .....	3-b
<b>Internet Website</b> ( <i>name of website URL</i> ) .....	3-c
<b>Photography</b> ( <i>submissions become property of the NYSAA for future promotion/marketing efforts</i> ).....	3-d
<b>Multi-Page Catalog</b> ( <i>One, Two or Multi-Colored</i> ).....	3-e

Complete all information below:

**PLEASE PRINT! Indicate who should be the recipient of awards, ie. and individual or company.**

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Mail the completed form along with copies of all entries (except website) by January 25, 2019

**NYSAA, 48 N. Emerson Ave., Ste #300, Greenwood, IN 46143**

or submit at the convention and bring to the registration table.