



2020 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. All individuals listed on the entry form must be an active and current member of the NYSAA and in good standing or their entry will not be considered.
3. All entries in Categories 1, 2, 3, 5 and 7 must either display the printed NYSAA logo or include the statement that the auction professional is an NYSAA member.
4. **Entries must have been created between February 10, 2019 through January 15, 2020**
5. All entries must be received at the NYSAA Headquarters, 48 N. Emerson Avenue, Ste. 300, Greenwood, IN 46143 no later than **5:00pm eastern, Friday, January 17, 2020**.
6. **Late entries will not be considered.**
7. Each entry must include a separate category entry form. **(Only 1 registration form per auctioneer is required.)**
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 NYSAA 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 6 must include one (1) original and one (1) copy of the item(s) being entered.
12. Category 5 must include one copy of entry for each submission. Category 5: Digital Campaign – entries should include as many visual elements and details as possible (theme, timeline, goals, objectives, results, URL address, etc). Category 5: Audio Visual Promotions – entries must be submitted on thumb drive in a Windows Media format.
13. Category 6-all photographs must include one original. The same photograph may NOT be entered in more than one category. 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.
14. Winners may not be selected in all categories of the competition. Judges reserve the right to not select a winner when appropriate.
15. Certificates will be mailed to winners within each category. An over-all category winner will be chosen and will receive a plaque at the annual awards presentation during the NYSAA Conference.
16. A Best of Show winner will be named from the overall category winners.
17. Winners will be notified via mail prior to the 2020 NYSAA Conference. Winners will be recognized at the 2020 NYSAA Conference with a display of winning entries and an awards presentation.

2020 NYSAA Marketing Competition
Entry Form
(One Category Form per Entry is Required)

Category 1: Postcards

- Personal Property / General Household
- Benefit Auction
- Business Liquidation
- Machinery, Equipment, Autos and Trucks
- Residential, Land or Farm Real Estate
- Commercial/Industrial/Multi-Par Real Estate

NYSAA Member Name

Company Name

ALL ENTRIES MUST BE RECEIVED BY:
FRIDAY, JANUARY 17, 2020!

Category 2: Brochures & Catalogs

- Personal Property / General Household
- Benefit Auction
- Business Liquidation
- Machinery, Equipment, Autos and Trucks
- Residential, Land or Farm Real Estate
- Commercial/Industrial / Multi- Par Real Estate

Category 3: Newspaper / Magazine Print Advertising

- One/Two- Color
- Full-Color

Category 4: Company / Auction Promotion

- Auction Promotion (Non-Traditional, Give-A-Way, Signage, Brochures, etc.)
- Company Promotion (Non-Traditional, Give-A-Way, Signage, Brochures/Proposal Folders, etc.)

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.

- Auction Team
- Auction Crowd
- Auctioneer in Action
- Benefit Auction
- Buyer Excited About Purchase
- Personal Property, Farm, Real Estate Auction
- Creative Photography (Auction Related)

Category 5: Digital & Social Media

- Audio Visual – Auction Promotion
- Audio Visual – Company Promotion
- Digital Campaign (e-mail blast, e-newsletter, website, blogs, facebook, twitter, Instagram, etc.)

2020 NYSAA 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!

NYSAA Member 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 February 10, 2019 – January 15, 2020 are eligible.**
5. The NYSAA 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 NYSAA 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.