



## **2019 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 entries must comply with Virginia Auction Advertising laws.
3. **Entries, excluding photography must have been created between December 1, 2018 and November 30, 2019.** Photography entries must have been created between December 1, 2017 and November 30, 2019.
4. All entries must be postmarked by December 1, 2019 and mailed to the VAA Headquarters, 48 N. Emerson Avenue, Ste. 300, Greenwood, IN 46143.
5. **Late entries will not be considered.**
6. The member whose name appears on the entry form **MUST** be a current member of the VAA or the entry will be disqualified. Forms must clearly list the name and official company name as this cannot be changed once submitted.
7. Contestants may enter as many times and in as many categories as they like. Each entry must include a separate category entry form. ***(Only 1 registration form per auctioneer is required, however each entry MUST have a category form attached.)***
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 VAA 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, and 3, must include one (1) original and one (1) copy of the item(s) being entered, including large signage.
  - a. Signage entries shall include one (1) printed proof and one (1) photograph of signage placement.
  - b. Digital Ads and Digital content shall be screenshot and submitted in printed form.
  - c. Website entries shall include a printed screenshot of the website homepage and the full web address.
12. Category 4 - Video entries must be submitted on a thumb drive.
13. Category 5 - Photos are to be no more than two (2) years old. Previous winning photographs may not be resubmitted. 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. Entries into the VAA Marketing contest release all photo and media rights to the Virginia Auctioneers Association.
15. Winners may not be selected in all categories of the competition. Judges reserve the right to not select a winner when appropriate.
16. All non-winning entries are eligible for the Wild Card award.
17. 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 VAA Conference.
18. A Best of Show winner will be named from the overall category winners.
19. Winners will be notified via mail prior to the 2020 VAA Conference. Winners will be recognized at the 2020 VAA Conference with a display of winning entries and an awards presentation.
20. For entry requirements for Campaign of the Year, see detailed entry form.
21. Failure to comply with any of the rules stated above will cause the entry to be judged ineligible.



# 2019 Marketing Awards REGISTRATION FORM

**ALL ENTRIES MUST BE POSTMARKED BY DECEMBER 1, 2019!**

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

VAA Member Name \_\_\_\_\_ Virginia License # \_\_\_\_\_

Official Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

## PAYMENT INFORMATION (\$10.00/PER ENTRY)

\_\_\_\_\_ X \$10.00 = \_\_\_\_\_  
# Of Entries Total Amount Due

Payment Type (Please Circle):    CHECK            VISA    MASTERCARD            DISCOVER

Name as it appears on Credit Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV # \_\_\_\_\_

Signature \_\_\_\_\_

Member Waiver: I hereby submit the enclosed photograph/advertisement/media to the VAA Marketing Contest and give my permission to the Virginia Auctioneers Association to publish all photographs/advertisements/media entered in my name.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Send All Entries with Completed Forms and Entry Fees To:**  
VAA—48 N. Emerson Avenue, Ste 300—Greenwood, IN 46143  
Questions: Contact Kathy Baber at [vaauctioneers@vaa.org](mailto:vaauctioneers@vaa.org)

**2019 VAA Marketing Competition**  
**Entry Form**  
*(One Category Form per Entry is Required)*

**Category 1: Postcards**

- ☐ Personal Property / General Household
- ☐ Benefit Auction
- ☐ Commercial/Industrial/Machinery
- ☐ Farm
- ☐ Real Estate

**Category 2: Brochures & Catalogs**

- ☐ Personal Property / General Household
- ☐ Benefit Auction
- ☐ Commercial/Industrial/Machinery
- ☐ Farm
- ☐ Real Estate

**Category 3: Other Print Advertising**

- ☐ Publications (Newspaper/Magazine)
- ☐ Signage

**Category 4: Digital & Social Media**

- ☐ Video
- ☐ Digital Ad (Facebook, Twitter, Instagram, Banner Ad, Etc.)
- ☐ Digital Content (Newsletter, Blog)
- ☐ Website

\_\_\_\_\_  
VAA Member Name

\_\_\_\_\_  
Company Name

**ALL ENTRIES MUST BE POSTMARKED BY:  
DECEMBER 1, 2019!**

**Category 5: 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
- ☐ Specialty/Antiques/Collectibles
- ☐ Buyer Excited About Purchase
- ☐ Personal Property, Farm, Real Estate Auction
- ☐ Creative Photography (Auction Related)

**2019 VAA Marketing Competition**  
**Entry Form**  
*Contestant Categories (One Form per Entry is Required)*

Category 6: 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!**

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VAA Member Name

Entry Details (One form Per Entry is Required:)

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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
  - Campaign metrics
  - Conversion data
  - Ad placement
  - 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; technological enhancements; promotional elements; satisfaction of client(s); engagements; copywriting; and metrics.
3. Submit one copy of the entry materials.
4. **Only auctions between December 1, 2018 – November 30, 2019** are eligible.
5. Entries will not be returned.
6. All entries must be received by the Marketing Contest Deadline.
7. Each entry must be accompanied by an official and completed entry form and entry fee.