

2020 MAA Marketing Competition

Category 1: Color Brochure/Poster

Category 2: Postcard

Category 3: Black & White Ad News paper Ad

Category 4: Company Brochure/Booklet

Category 5: Digital - Company Website



PRINT AND DIGITAL DIVISIONS

Rules and Procedures

1. Entry Fee: Each entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Entries must be reflective of the auction industry in some capacity.
3. All entries must be received at registration of convention.
4. Late entries will not be considered.
5. Inclusion of the MAA logo is required on all print materials. All elements of the logo must be identifiable.
6. The member whose name appears on the entry form must be a current member of the MAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.
7. Each entry also must have a separate entry form.
8. Digital (e-mail) or faxed entries will not be accepted. Winner of each division shall email a pdf of their winning entry to submit to the MAA Facebook page and website for recognition.
9. Original work only. PDF files okay. Photocopies of printed materials will not be accepted.
10. Entries will not be mailed back or otherwise returned.
11. The MAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category or division in which it was entered.
12. Categories 1, 2, 3 and 4 must include one (1) printed samples of each entry. (Category 3: Entry must include one (1) full tear sheet showing the entire page on which the advertisement is found. Fullpage PDFs are acceptable.)
13. Category 5: One (1) copy of entry (screenshot or PDF, preferably) is required for each submission. – Entries should include as many visual elements and details as possible (e.g. theme, timeline, goals,

objectives, etc.) For company website entries, please include URL on the entry form in place of printed copies.

14. Category winners will be determined through a point system. Any first-place ties will be broken through an additional round of judging.

15. One winner for each category.

16. Entry must be dated 2019

17. Entries must be received by noon Friday January 24th.

Contestant Name _____

Company Name _____

Address _____

City _____ State _____ Zip code _____

Telephone _____ Email address _____

Please check one category per entry:

- Color brochure/Poster
- P o s t c a r d
- Black & White Newspaper Ad
- Company Brochure/Booklet
- Digital Company Website

Entry fee: \$10.00 per entry. 1 Entry per category.

Total entries _____ Total amount _____