

ADVERTISING/MARKETING CONTEST

Submit Your Best Advertising Pieces to the NYSSA Ad/Marketing Contest

Published Contest Rules:

1. 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.
2. All entries must be from the current sale year (ie. Nov. 2016 – Dec. 2017)
3. 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.
4. All NYSAA members or firms may enter, but each member is limited to one entry and one award per division.
5. 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.
6. 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.
7. Judges will be impartial, outside judges obtained by the committee chairperson at his/her discretion.
8. Entries must be either mailed to **NYSAA, 48 N. Emerson Ave., Ste. #300, Greenwood, IN 46143**, or brought to the convention and submitted to registration by **noon Sunday**.
9. Failure to comply with any of the rules will cause the entry to be ineligible for the contest.

NYSAA ADVERTISING CONTEST CATEGORIES

1. ONE or TWO COLOR:

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

2. MULTI-COLOR:

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

3. SPECIALTY:

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

Complete all information below: **PLEASE PRINT! Indicate who should be the recipient of awards, i.e, an 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 February 2, 2018, to:

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

or submit at the convention and brought to registration table.