

2018 IAA Marketing Award Winners

Category 1 – Postcards

- Business Liquidation
- Commercial/Industrial: Machinery/Equip.
- Farm & Acreage Real Estate
- Machinery, Equipment, Auto and Trucks
- Residential Real Estate
- Recreational Real Estate
- Commercial/Industrial/Multi-Par Real Estate

Category 2 – Brochures & Catalogs

- Personal Property / General Household
- Business Liquidation
- Commercial/Industrial: Machinery/Equip.
- Farm & Acreage Real Estate
- Machinery/Equipment: Auto/Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial/Multi-Par Real Estate
(category winner)

Category 3 – Newspaper/Magazine Print Advertising

- One/Two Color
- Full Color

Category 4 – Company/Auction Promotion

- Auction Promotion (Non-Traditional, Give Away Signage, Brochures, etc)
- Company Promotion (Non-Traditional, Give Away Signage, Brochures, etc)

Category 5 – Digital & Social Media

- Audio Visual – Company Promotion
- Digital Campaign

Category 6 – Photography

- Auction Team
- Auction Crowd
- Auctioneer In Action
- Personal Property- Farm, Real Estate
- Creative Photography

Auction Marketing Campaign of the Year

Wild Card

Best of Show

Seth Seaton – Key Auctioneers

Seth Seaton, Key Auctioneers
Nic Smock, Don Smock Auction Co.
Toni Benysh, Halderman Real Estate Services
Seth Seaton, Key Auctioneers
Kerry Lenhart, Lenhart Auction & Realty
Toni Benysh, Halderman Real Estate Services
Seth Seaton, Key Auctioneers **(category winner)**

Rex D. Schrader, II – Schrader Real Estate & Auction Co.

Robert Mishler, Schrader Real Estate & Auction Company
Arden Schrader, Schrader Real Estate & Auction Company
Gary Bailey, Schrader Real Estate & Auction Company
Andrew Wilson, Wm. Wilson Auction & Realty
Rex D. Schrader, II, Schrader Real Estate & Auction Company
Eugene Klingaman, Schrader Real Estate & Auction Company
Jerry Ehle, Schrader Real Estate & Auction Company
Eugene Klingaman, Schrader Real Estate & Auction Company
Rex D. Schrader, II, Schrader Real Estate & Auction Company

Chad Metzger - Metzger Property Services

Eugene Klingaman, Schrader Real Estate & Auction Company
Chad Metzger, Metzger Property Services **(category winner)**

Kevin Wendt - The Wendt Group

Rex D. Schrader, II, Schrader Real Estate & Auction Company
Kevin Wendt, The Wendt Group **(category winner)**

Toni Benysh, Halderman Real Estate Services

Seth Seaton, Key Auctioneers
Toni Benysh, Halderman Real Estate Services **(category winner)**

Nic Smock - Don Smock Auction Co.

Nic Smock, Don Smock Auction Co.
Nic Smock, Don Smock Auction Co. **(category winner)**
Toni Benysh, Halderman Real Estate Services
Nic Smock, Don Smock Auction Co.
Toni Benysh, Halderman Real Estate Services

Rex D. Schrader, II – Schrader Real Estate & Auction Company

Robert Mishler, Schrader Real Estate & Auction Company
(Brochures: Machinery/Equipment)

Rex D. Schrader, Schrader Real Estate & Auction Company
(Brochures- Commercial/Industrial/Multi-Par)