



2021 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 Indiana Auction Law (IC 25-6.1-6-5, and 812 IAC 1-1-39).
3. All entries in Categories 1, 2 3 and 5 must either display the printed IAA logo or include the statement that the auction professional is an IAA member.
4. **Entries must have been created between October 1, 2020, through September 30, 2021.**
5. All entries must be received at the IAA Headquarters, 48 N. Emerson Avenue, Ste. 300, Greenwood, IN 46143 no later than **5:00pm eastern, Friday, Oct. 8, 2021.**
6. **Late entries will not be considered.**
7. The member whose name appears on the entry form **MUST** be a current member of the IAA or the entry will be disqualified. Forms must clearly list the name and official company name as this cannot be changed once submitted.
8. Each entry must include a separate entry form. ***(Only 1 registration form per auctioneer is required.)***
9. Each entry should be labeled as to which category it is to be submitted.
10. Entries **WILL NOT** be mailed back to those who submit them.

11. The IAA 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.
12. Categories 1, 2, 3, 4, and 6 must include **one original and 1 copy** of the item(s) being entered.
13. 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. Please do not email to the IAA.**
14. 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.
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 IAA Convention.
18. A Best of Show winner will be named from the overall category winners.
19. Winners will be notified via mail prior to the 2021 IAA Convention. Winners will be recognized at the 2021 IAA Convention with a display of winning entries and an awards presentation.



2021 Marketing Awards REGISTRATION FORM

ALL ENTRIES MUST BE RECEIVED BY FRIDAY, OCT. 8, 2021!

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

IAA Member Name _____ Indiana 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 _____

Send All Entries with Completed Forms and Entry Fees To:
IAA—48 N. Emerson Avenue, Ste 300—Greenwood, IN 46143
Questions: Contact Kathy Baber at 317/859-8990 or director@indianauctioneers.org

2021 IAA Marketing Competition
Entry Form
(One Category Form per Entry is Required)

Category 1: Postcards

- Personal Property / General Household
- Benefit Auction
- Business Liquidation
- Commercial/Industrial: Machinery and Equip.
- Farm & Acreage Real Estate
- Machinery, Equipment, Autos and Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial/Multi-Par Real Estate

Category 2: Brochures & Catalogs

- Personal Property / General Household
- Benefit Auction
- Business Liquidation
- Commercial/Industrial: Machinery and Equip.
- Farm & Acreage Real Estate
- Machinery, Equipment, Autos and Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land 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 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.)

IAA Member Name

Company Name

**ALL ENTRIES MUST BE RECEIVED BY:
FRIDAY, OCT. 8, 2021!**

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)

2021 IAA 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!**

IAA 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 October 1, 2020 – September 30, 2021**, are eligible.
5. The IAA 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 IAA 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.