

2021 IAA Marketing Award Winners

Category 1 – Postcards

- Personal Property / General Household
- Commercial/Industrial: Machinery & Equip.
- Machinery, Equipment, Auto and Trucks

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 3 – Newspaper/Magazine Print Advertising

- Full Color

Category 4 – Company/Auction Promotion

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

Category 5 – Digital & Social Media

- Audio Visual – Auction Promotion (Horis Meyer)
- Audio Visual – Company Promotion

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

Jerry Ehle, Schrader Real Estate and Auction Co.
Seth Seaton, Key Auctioneers (**category winner**)
Lee Beer, Schrader Real Estate and Auction Co.

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

Lee Beer, Schrader Real Estate and Auction Co.
Eugene Klingaman, Schrader Real Estate & Auction Company
Nic Smock, Don Smock Auction Co., Inc.
Rex D. Schrader, II, Schrader RE & Auction Co. (**winner**)
Rex D. Schrader, II, Schrader Real Estate & Auction Company
Steve Bartkus, Bartkus Auctioneers
Jerry Ehle, Schrader Real Estate and Auction Co.
Andrew Wilson, William Wilson Auction & Realty
Rex D. Schrader, II, Schrader Real Estate & Auction Company

Chad Metzger - Metzger Property Services

Chad Metzger, Metzger Property Services (**category winner**)

Seth Seaton, Key Auctioneers

Seth Seaton, Key Auctioneers (**category winner**)

Steve Bartkus, Bartkus Auctioneers

Steve Bartkus, Bartkus Auctioneers (**category winner**)
Chad Metzger, Metzger Property Services

Loren Beachy, Bright Star Auctions

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Loren Beachy, Bright Star Auctions (**category winner**)
Nic Smock, Don Smock Auction Co., Inc.
Chad Metzger, Metzger Property Services

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

Steve Bartkus, Bartkus Auctioneers

(**Brochures: Farm & Acreage Real Estate**)

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

(**Brochures- Farm & Acreage Real Estate**)

Please note: Overall Category winners, Auction Marketing Campaign, Wild Card, and Best of Show will receive their award at the annual IAA Convention Awards lunch on Friday, November 19, 2021 at the Embassy Suites, Noblesville.