



THE INDIANA AUCTIONEERS
ASSOCIATION
8426 FLICK WAY
INDIANAPOLIS, IN 46237

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
KOKOMO, IN
PERMIT #154

2026 Marketing Competition

For more information contact
Kathy Baber at
317-859-8990
or director@indianaauctioneers.org



indianauctioneers.org



2026 Marketing Awards

ENTRY FORMS • RULES • AWARD CATEGORIES • DEADLINES



2026 Marketing Awards

Questions: Contact Kathy Baber at 317-859-8990 or director@indianaauctioneers.org

REMEMBER

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

REGISTRATION FORM

All entries must be received by Friday, March 27, 2026!

IAA Member Name _____ Indiana License # _____

Official Company Name _____ Website _____

Address _____

City, State, Zip _____

Phone _____ Email _____

PAYMENT INFORMATION (\$10.00/PER ENTRY)

_____ X \$10.00 = _____
of Entries Total Amount Due

Payment Type: ☐ 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, 8426 Flick Way, Indianapolis, IN 46237

2026 IAA Marketing Competition Entry Form

IAA Member Name

Company Name

**ALL ENTRIES MUST BE RECEIVED BY:
FRIDAY, MARCH 27, 2026!**

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 7: AUCTION MARKETING CAMPAIGN OF THE YEAR *** Entry Details ***

- ☐ Did you have one auction/campaign this year that stands out above all the rest?
Enter the **Auction Marketing Campaign of the Year Award!**
- 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
 - 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.
 - Submit one copy of the entry materials.
 - Only auctions between January 1, 2025 – December 31, 2025, are eligible.**
 - 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.
 - Entries will not be returned.
 - All entries must be received by the Marketing Contest Deadline.
 - Each entry must be accompanied by an official and completed entry form and entry fee.

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.)

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)

Each entry into a category will need an individual entry form



2026 Marketing Awards

Valid for entries created between January 1- December 31, 2025

Winners will be notified by May 1.
Winners will be recognized at the 2026 IAA Convention, November 13-14 at the Embassy Suites in Noblesville, IN.

Entries must be received by March 27, 2026

Advertising, Public Relations and Photography Division

Rules and Procedures

- 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.
- All entries must comply with Indiana Auction Law (IC 25-6.1-6-5, and 812 IAC 1-1-39).
- 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.
- Entries must have been created between January 1 - December 31, 2025**
- All entries must be received at the IAA Headquarters, 8426 Flick Way, Indianapolis, IN 46237 no later than **5:00pm eastern, Friday, March 27, 2026.**
- Late entries will not be considered.**
- 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.
- Each entry must include a separate entry form. **(Only 1 registration form per auctioneer is required.)**
- Each entry should be labeled as to which category it is to be submitted.
- Entries **WILL NOT** be mailed back to those who submit them.
- 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.
- Categories 1, 2, 3, 4, and 6 must include **one original and 1 copy** of the item(s) being entered.
- 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 can be submitted on thumb drive in a Windows Media format or emailed to the IAA at director@indianaauctioneers.org.**
- 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.
- Winners may not be selected in all categories of the competition. Judges reserve the right to not select a winner when appropriate.
- Overall category winners will be notified by May 1, 2026.
- Overall category winner will be presented with their award at the annual IAA Convention, November 13-14, 2026 at the Embassy Suites-Noblesville.
- A Best of Show winner will be named from the overall category winners.

Address for submissions: IAA, 8426 Flick Way, Indianapolis, IN 46237