



Iowa Marketing Awards

Show off your best marketing pieces!



Rules

1. No more than four entries allowed per person.
2. On a separate piece of paper a brief statement of purpose outlining intent, effectiveness, use and results, **MUST** accompany each entry. Was the promotion effective? If so, what was the percentage of increase in income, etc?
3. Two sets of each marketing piece must be placed in a large envelope, along with the statement of purpose. Please use a separate 9" x 12" envelope for each entry.
4. The IMA entry form must be taped on the front of the 9" X 12" plain envelope.
5. Entry fee is \$10.00 per category. The fee **MUST** be included with each entry.
6. Entries may be a single piece or contain multiple pieces of a campaign.
7. Scoring 1-10 basis, with 10 points being the highest. Judges will be asked to individually score each piece rating: Creativity, communication of message, balance and layout, overall composition (spelling, clarity, etc.), and overall quality. Maximum score for any piece is 50 points.
8. Categories: Weddings, Seniors, Families, Studio Image / Newsletter, Special Events / Misc.
9. Entries must have been produced and used in the last 24 months.
10. Entrant with the highest overall score will be Iowa Marketer of the Year.
11. Awards: First place ribbons will be awarded in all categories. The Iowa Marketer of the year will receive a trophy.
12. Entrant must be a member of the PP of Iowa
13. The winning entries will be on display. If you wish to have your prices blackened out, please indicate that on your entry(s).
14. A CD **MUST** to be included with your form. A photo and title (wedding, senior, etc.) of each category needs to be included all on one CD. The photo should be a 5"x7" at 72 dpi. The winning entries will be included in the slide show at the banquet.

Enter a Free Category called the *Bootstrapper!* Put an example of your best low- cost marketing idea in an envelope along with a brief explanation. Win the *Bootstrapper* and take home the coveted "Golden Boot Award".

****Entries are due to the registration desk by 12 noon, Sunday, February 5****

Iowa Marketing Award

Categories – Please circle one per entry
 Wedding Seniors Families Studio Image/Newsletter Special Event/Misc.

Entrant's Name (Please Print) & # of Years in Business

Studio Name

Entrant's Signature

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