

Entry Form

MPAA 2021 MARKETING CONTEST

As an Auctioneer, advertising and marketing expertise are the keys to the success of your auctions and your overall business. The quality of your advertising and marketing, whether it be in print or digital (online/internet) including newspaper or magazine ads, television or radio ads, social media or digital display ads, press releases, brochures/flyers, signage, promotional materials, etc., are often the general public's first exposure to your auction or your company.

Advertising and marketing create awareness and promote the auction method of marketing as well as the professionalism of your organization. This marketing contest is your opportunity to showcase your skills, see how they compare with other auction companies and to learn more about the latest marketing techniques being utilized in your industry.

Name (Must be MPAA member) _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Use this form to enter the contest. Check the appropriate box to indicate which category you are submitting for your entry. **One form must accompany each entry application.**

Bring your entry to the convention and submit no later than 9:00 a.m. on Saturday, February 26, 2022 to the Registration Desk.

Check mark the box that applies to the category you are entering.

Print Marketing - 3 Categories

(Any print advertising promoting an auction. Examples: Brochure/Flyer, Newspaper Ads, Post Cards, etc.)

- Real Estate
- Personal Property
- Benefit/Fundraising

Digital Marketing - 1 Category

- (Any internet/online advertising promoting an auction. Examples: Social Media Posts – Facebook, Instagram, etc., Display Ads – Google, Facebook etc., Landing Pages, Email Marketing, etc.)

Business Promotion - 1 Category

- (Any advertising promoting your company. Examples: Website, Brochure, Newspaper or Digital Ads, Banners, Clothing, Promotional Items, Business Cards, etc.)

Photography/Video - 1 Category

- (Any creative photos or video promoting your company or an auction.)
- All scoring is based on appearance, content, branding, etc.

Requirements

Items must have pertained to the year 2021 only.

One form filled out for each entry.

Entry fee of \$10.00 paid for each entry