

Entry Form

**MPAA 2023 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 (MPAA dues for current year must be current)\_\_\_\_\_

Company Name\_\_\_\_\_

Address\_\_\_\_\_City\_\_\_\_\_

State\_\_\_\_\_Zip\_\_\_\_\_Phone\_\_\_\_\_

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 Winter Conference and submit no later than 9:00 a.m. on Saturday, February 17, 2024, to the registration desk.

**Check the box that applies to the category for this entry:**

- Print Advertising Sale Bills** (limit up to 3 sale bills entered at \$10 per sale bill)
- Print Advertising Business Cards** (limit 3 per auctioneer, \$10 per card)
- Print Advertising Signs and Banners** (limit 3 per auctioneer, \$10 each)
- Vehicle, UTV, Auction Topper, Trailer** (unlimited entries but you MUST take pictures and place them in a folder to present to the judges, \$10 per entry)
- Business Promotion Wearables**-includes shirts, belts, buckles, hats, etc.(unlimited entries, \$10 per entry)
- Photography/Video** (limit 5 photos for \$20 or \$10 each/limit 1 video \$10 per entry)
- Social Media/Website** (\$10 per entry with unlimited accurate links)

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**Requirements: Items must pertain to the year 2023 ONLY**

Please fill out a separate form for each entry