

2017 NeAA Advertising Contest Entry Form

“Advertising Creates Awareness and Promotes The Good Image of the Auction Profession.”

Complete form and turn in with your entry on Saturday, May 20, 2017 between 1:00-1:30 p.m.

PRINT

1. Newsprint or magazine ads
2. Business Liquidations / Commercial
3. Estate Liquidation
4. Real Estate
5. Farm or Farm Related

ONLINE

6. Website and mobile site
7. Social Media Page
8. Email Newsletter
9. Video
10. Blog Posting

SIGNAGE

11. Auction Sign
12. Topper or Trailer Graphics
13. Banner or Flag
14. Photos



Submitted By:

Company _____

Name _____

Mailing Address _____

City _____ State _____ Zip _____

DATE OF AUCTION: _____

Describe how advertising was used: _____

Brief description of auction or video: _____

Please provide URL (web address) for e-newsletters, websites and other online items:

Please include my mobile site when judging my website.

Judges' Comments: _____

Contest Rules:

1. Entries must be hand delivered at the convention.
2. Eligible participants in the advertising contest must be registered for the Convention.
3. Entries will be accepted beginning at 1:00 p.m. on Saturday, May 20, 2017 and ending at 1:30 p.m. at which time the Judging will begin. (Check at the convention registration for exact room location).
4. All entries must be for promotion of AUCTIONS conducted between April 30, 2016 and May 20, 2017.
5. All entries must incorporate the Nebraska Auctioneers Association logo or the words “Member of the Nebraska Auctioneers Association.”
6. Please identify the category being entered. Each Auctioneer or firm can enter only one entry per category. The contest is divided into 14 categories, listed at the top of this document.
7. Entries in the first five categories (1-5) may consist of one, two, three, or four colors of ink.
8. The same entry could be entered in more than one category, but will be limited to winning 1st place in only one category. Additional copies will be needed for the additional categories.
9. Entries will be judged on Saturday, May 20, 2017 and awards will be given out Sunday, May 21, 2017 at breakfast.
11. There are 14 possible first place awards in addition to the “Overall Winner.” Second and third place winners will be announced in each category, with the first place winners receiving a plaque. An “Overall Winner” will be selected, which is strictly a Judges’ award.
12. If guidelines are not followed, entry will be disqualified, or points discounted, at judges discretion. All decisions made by the judges are final.
13. Two or Three outside, impartial judges are obtained at the committee chairperson’s discretion.