

MSAA 61st Annual Conference

January 24 - January 27, 2012 * Lansing, Michigan



Marketing Contest Qualifying Form

**** Copy this form as needed. One Form Per Entry****

Each entry must meet all requirements as detailed in the contest rules (or will be disqualified). Please bring your entries to convention. Do NOT send them to the MSAA Office unless specified below.

Member Name _____ Company _____
 City/State _____ Phone _____

Member waiver (must be signed for photo entries): I hereby submit the photograph attached in the MSAA's Photo Contest and give my permission for the Michigan State Auctioneers Association to publish all photographs entered in my name in the MSAA's Photo Contest.

Signature _____ Date _____

Category 1: Auction Printed Materials

Section 1: One or Two Color

- Antiques / Collectibles
- Estate / Household
- Business Assets /or Liquidations
- Industrial Machinery & Equipment
- Farm Machinery & Equipment
- Real Estate
- Catalog
- Post Card
- Oversized Post Card

Section 2: Multi-Color (Three or more colors of ink)

- Antiques / Collectibles
- Estate / Household
- Business Assets /or Liquidations
- Industrial Machinery & Equipment
- Farm Machinery & Equipment
- Specialty Auction
- Real Estate
- Benefit / Charity
- Catalog
- Post Card
- Oversized Post Card

Category 2: Media Coverage

- Section 1: News article (ie. Printed coverage)
- Section 2: Radio Commercial
(must be cued up for judging)
- Section 3: Television Commercial
(must be cued up for judging)

Category 3: Business Promotion

- Section 1: Business Stationary, Letterhead, Envelope, Card, Brochure, Promotional Item
- Section 2: News Release
- Section 3: Company Image Wear
- Section 4: Company Vehicle/Trailer (entry must be a photo of the vehicle/trailer)
- Section 5: Signage (directional, post, etc.)
- Section 6: Customer Testimonial, Affiliated Membership/Service Recognition
- Section 7: Auction Networking

Category 4: Auction Presentations

- Section 1: Auction Proposals
- Section 2: Auction Summaries
- Section 3: Auction Appraisals

Category 5: Website/Social Media

* Website & Social Media Entries due in the MSAA Office by 5:00 PM, January 6, 2012
 * See Rules for new requirements of entries.

- Section 1: Website:
Web Address: _____
- Section 2: Social Media: Face Book, Twitter, Etc.
Web Address: _____

Category 6: Photos

- Section 1: Photo from behind the Auctioneer(s)
- Section 2: Auction photo (captures the auction experience)
- Section 3: Side Show: A photo from anything humorous, interesting, cute, startling, dramatic, etc. captured at an auction (off to the side).
- Section 4: Photo from previous MSAA Convention (the immediate previous year)
- Section 5: Photo of Staff
- Section 6: Auction Location, (set-up, lay-out)

Category 7: Auction of the Year

- Auction of the Year

Note: Auction of the Year is now a Separate category that must be entered to be considered. Please consult with the rules for requirements of this category.

Payment Information:

\$5 per item Entry fee for Marketing Contest Entries. You may prepay on your conference registration form or pay on site at the conference. Website entries must be prepaid. Please remit payment on your conference registration form and attach entry form (for the website category only). DO NOT send in any other categories to the MSAA Office - all entries (except website/social media) must be turned in on site at the MSAA Conference at the Marketing Contest Registration desk.