



Michigan Auctioneers Conference

January 28-29, 2021 * Virtual

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).
Due to the conference being Virtual, All Entries must be sent to the MAA Office on or before January 15, 2021.

Member Name _____ Company _____
 City/State _____ Phone _____

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

Signature _____ Date _____

Category 1: Auction Printed Materials

Brochure, Catalog or Postcard

Section 1: One or Two Color

- Antiques / Estate
- Business & Industrial Assets
- Agricultural/Construction Machinery
- Real Estate

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

- Antiques / Estates
- Business & Industrial Assets
- Agricultural Machinery
- Construction Equipment
- Specialty Auction
- Real Estate

Category 2: Media Coverage

- Section 1: Printed News Coverage (*Professional News Service*)
- Section 2: Digital News Coverage (*Professional News Service*)
- Section 3: Digital Promotion (*See new rules for this section*)

Category 3: Business Promotion

- Section 1: Business Stationary, Letterhead, Envelope, Card, Brochure, Promotional Item
- Section 2: News Release
- Section 3: Company Image Wear (*entry may be a photo of the 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

- Auction Proposals

Payment Information:

\$10 per item Entry fee for Marketing Contest Entries (*except New Member & Vintage Categories*).

Please remit payment on your conference registration form and attach entry form/s.

Please make copies as needed. Send all entries, forms and payment to:

Michigan Auctioneers Association, 4529 Gibbs NW, Grand Rapids, MI 49544 * info@msaa.org * 616-785-8288

Category 5: Website/Social Media

** Website & Social Media Entries due in the MAA Office by January 15, 2021. See Rules for new requirements of entries.*

- Section 1: Website:

Web Address: _____

- Section 2: Social Media: Face Book, Twitter, Etc.

Web Address: _____

Category 6: New Company

** (Member of MAA 5 years or less/or in business 5 years or less)*

** Category 6 Entries due in the MAA Office by January 15, 2021.*

See Rules for new requirements of entries.

- Section 1: Website:

Web Address: _____

- Section 2: Auction Brochure/Catalog/Postcard

Category 7: 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 MAA Convention (*the immediate previous year*)
- Section 5: Photo of Staff
- Section 6: Auction Location, (set-up, lay-out)

Category 8: Auction Marketing Campaign of the Year

- Auction Marketing Campaign of the Year

Note: Please see Marketing Contest rules for all requirements.

Category 9: Vintage Auction Memorabilia

(no entry fee required for Vintage Categories)

- Section 1: Vintage Auction Flier
- Section 2: Vintage Auction Photo
- Section 3: Vintage Auction Item