



2017 MARKETING CONTEST ENTRY FORM

(SUBMIT SEPARATE FORM FOR EACH ENTRY)

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

CONTEST CATEGORIES

*Please indicate the appropriate category for your entry.

Category 1 ♦ Brochure

- A. Real Estate
- B. Farm / Ranch (Machinery / Equipment)
- C. Commercial / Industrial Machinery & Equipment
- D. Antiques / Collectibles / Estate / General Household
- E. Benefit Auctions

Category 2 ♦ Business Promotion

- A. Company Brochure, Letterhead, Envelope, Business Card / Stationary * **MUST include the CAA Logo or the words, "Member of the Colorado Auctioneers Association"**
- B. Company Promotional Items (Hats, Pens, Calendars, Magnets, etc.) **Do NOT have to display CAA Logo.**
- C. Company Apparel (Hats, Shirts & Coats) * **CAA logo is Not Required.**
- D. Vehicle Graphics **
- E. Facebook Company Page - _____
- F. Internet Web Page – www: _____
- G. Internet Auction Catalog –
www: _____ (Jan 1, 2016 – Dec 31, 2016)

* Please provide (2) samples of item entered. For Apparel, provide (1) of each item.

** Submit (1) color photo of your vehicle. The photo must be at least 5 x 8 and no larger than a 9 x 12.

CONTEST RULES

1. ALL Current CAA Members are eligible to enter, regardless of past wins.
2. More than (1) entry per category is allowed. **There is NO Entry Fee.**
3. Entries for Category 1 & 2(G) must promote an auction held between Jan 1, 2016 – Dec 31, 2016.
4. *Entries must be hand delivered & submitted to the CAA Convention by 12:00 pm on January 6, 2017.*
5. Winners will be announced during the Awards Ceremony @ Dinner on Saturday, January 7, 2017. **There MUST be more than (1) entry per category for a Winner To Be Awarded.**
6. Facebook Company Pages and Internet Web Pages will be judged live as shown on computer.
7. Internet Auction Catalogs will be judged, in their entirety, including terms, product descriptions and photos.
8. **EACH entry must be submitted with an Official Entry Form with the Entry Category clearly labeled.**

CONTEST INFORMATION

As an Auctioneer, advertising and marketing are the keys to the success of your business. The quality of your advertising, whether it be signage, business cards, letterhead, newspaper, magazine ads or the internet, are often the general public's first exposure to your business. Advertising creates awareness and promotes the "auction method of marketing" as well as the professionalism of your organization.

This contest is designed to be your opportunity to show off your skills and see how others present themselves in various