



2022 MARKETING CONTEST ENTRY FORM

(SUBMIT A SEPARATE FORM FOR EACH ENTRY)

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

IF A DIGITAL SUBMISSION, INCLUDE A DIRECT LINK:

CONTEST GROUPS AND CATEGORIES

Please select the appropriate group and category for your entry:

Event Marketing:

_____ **EVENT BASED / PRINTED MATERIAL** – Including Sale Bills, Catalogs, Postcards, Brochures or other printed item directed at potential buyers for a specific event.

_____ **EVENT BASED / MULTIMEDIA** – Including Video, Audio, Social Media, Digital, Billboard or signage for a specific event.

Business Promotion:

_____ **BUSINESS PROMOTION - PRINTED MATERIAL** – Any printed collateral to generate company awareness, promotion, solicitation of clients or consignments, or to solicit buyer participation in a series of recurring events. Includes business cards, seller focused brochures, education materials, stationary, calls for consignments, and more.

_____ **BUSINESS PROMOTION – MULTIMEDIA** – Including Video, Audio, Social Media, Digital, Billboard, or signage targeted to generate awareness, solicit consignments or to encourage buyer participation in a series of recurring events.

_____ **BUSINESS PROMOTION – UNIFORMS & AD SPECIALTIES** – Items worn by team members or given to customers to generate awareness, familiarity or a positive image of the company.

CONTEST RULES

- All current CAA Members may submit an entry, regardless of past wins. More than one (1) entry per category is allowed. There is NO FEE for entry.
- Submissions in the EVENT MARKETING group Must Be for an event held after the previous CAA Convention (January 7, 2020 to Present).
- Submissions in the EVENT MARKETING-PRINTED MATERIAL or BUSINESS PROMOTION-PRINTED MATERIAL categories **Must Contain the CAA logo or the words “Member of the Colorado Auctioneers Association” to qualify for submission.**
- Submissions may be submitted by a hard copy sample, photograph or by submitting a direct internet link. The use of digital PDF submissions and screen shots are permitted as long as a direct link is provided. The use of shortened URLs are highly encouraged.
- In order to be considered, ALL entries must be submitted with a Marketing Contest Entry Form and submitted to the registration table in person at the Convention.

DEADLINE FOR ENTRIES IS 12PM ON SATURDAY, FEBRUARY 5th, 2022