

2009 OAA Advertising Contest

Deadline: October 30, 2009

The OAA is again offering the opportunity to recognize exceptional auction advertising and promotion by those in our state association with the **2009 ADVERTISING CONTEST**. Awards will be given during the Winter Convention on January 16, 2010. The contest rules are printed in this issue of *The Buckeye Auctioneer*. Please note that the deadline for postmarked entries is October 30, 2009. All questions can be directed to the OAA Executive Secretary, Lori Landry at 614.221.3245 or at OAA@AssnOffices.com.

Contest Rules:

1. All entries must be mailed to the OAA office at 17 South High Street, Suite 200, Columbus, OH, 43215, and post-marked by Friday, October 30, 2009. Alternatively, entries may be hand delivered to the OAA office no later than the close of business on this day. Absolutely no entries will be accepted after the deadline.
2. All entries must be made up of five (5) copies for proper judging.
3. All entries for advertising must be for a live, called bid auction, that is not a sealed bid event, tag sale, etc. The auction must have been conducted between November 1, 2008 and October 30, 2009.
4. The Ohio Auctioneers Association logo or mention of membership in the OAA must be on each entry. **Any entries without this reference will be disqualified.**
5. Each entry must include a notation on the classification for which the entry is being submitted. Any entry without such notation will be disqualified. The committee will not decide where to place the entry.
6. Each auctioneer can submit one entry per category, regardless of the auction company name. For example, two auctioneers from the same company can each submit one entry in the same category.
7. Class winners from the 2008 convention contest are eligible to compete in the same class in the 2009 contest.
8. All photos and brochure publications submitted become the property of the OAA and the OAA has the authority to reproduce and publish all entries.

Classifications:

- A. *Best of Show*: The judges will choose from all entries submitted for the winner of this category. This is not a category for entry.
- B. *Promotion*: A company brochure or advertisement depicting your company benefits.
- C. *Stationery*: Letterhead, envelopes and business cards must all be submitted.
- D. *Commercial/Industrial Chattels*: No real estate may be entered in this category.
- E. *Farm/Agricultural Chattels*: Only farm chattels may be entered in this category.
- F. *Chattel Property*: Any non-catalogued property. (Except commercial or industrial.)
- G. *Catalogue Auction*: Must include advertising and actual catalogue.
- H. *Farm/Agricultural Real Estate*: Only farm real estate may be entered in this category.
- I. *Real Estate Non-Commercial*: With or without chattels.
- J. *Real Estate Commercial/Industrial*: With or without chattels.
- K. *In-Office Produced Advertising*: Entries must NOT be commercially produced.
- L. *Newspaper or Trade Publication Advertisement*: This may be from any non-glossy publication (trade publication acceptable).
- M. *Auction in Action*: This entry should depict the Auction Method of Marketing in Action. Photos can be in color or in black & white. The minimum photo size is 3"x5".
- N. *Promotion Video*: This entry should be video or CD promoting your company.
- O. *Web Site*: Submit on your letterhead your intention to enter the Web site category and your Web Site address, plus a printed copy of your home page.
- P. *Seven Years or Less Experience*: Any type of advertising may be entered for this class as long as it has not been submitted in any other classification.