



## **2020 Marketing Competition Advertising, Public Relations and Photography Division / Rules and Procedures**

1. Entry Fee: \$10.00/per entry. Failure to include full payment will result in disqualification. Multiple entries for each category can be submitted by the same individual.
2. All entries must comply with Ohio Auction Law (4707.22).
3. All entries in Categories 1, 2, 3 and 5 must either display the printed OAA logo or include the statement that the auction professional is an OAA member.
4. **Entries must have been created between December 1, 2019 and November 30, 2020.**
5. All entries must be received at the OAA Headquarters, 48 N. Emerson Avenue, Ste. 300, Greenwood, IN 46143 no later than **5:00pm eastern, Friday, Dec. 4, 2020.**
6. **Late entries will not be considered.**
7. The member whose name appears on the entry form **MUST** be a current member of the OAA or the entry will be disqualified. Forms must clearly list the name and official company name as this cannot be changed once submitted.
8. Each entry must include a separate category entry form. ***(Only 1 registration form per auctioneer is required.)***
9. Each entry should be labeled as to which category it is to be submitted.
10. Entries **WILL NOT** be mailed back to those who submit them.

11. The OAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the section in which it was entered.
12. Categories 1, 2, 3, 4, and 6 must include one (1) original and one (1) copy of the item(s) being entered.
13. Category 5 must include one copy of entry for each submission. Category 5: Digital Campaign – entries should include as many visual elements and details as possible (theme, timeline, goals, objectives, results, URL address, etc). Category 5: Audio Visual Promotions – entries must be submitted on thumb drive in a Windows Media format.
14. Category 6-all photographs must include one original. The same photograph may NOT be entered in more than one category. Entries may be printed on in-house printers, but keep in mind that the quality of the print will be taken into consideration by the judges.
15. Winners may not be selected in all categories of the competition. Judges reserve the right to not select a winner when appropriate.
16. All non-winning entries are eligible for the Wild Card award.
17. Certificates will be mailed to winners within each category. An over-all category winner will be chosen and will receive a plaque at the annual awards presentation during the OAA Conference.
18. A Best of Show winner will be named from the overall category winners.
19. Winners will be notified via mail prior to the 2021 OAA Conference. Winners will be recognized at the 2020 OAA Conference with a display of winning entries and an awards presentation.



# 2020 Marketing Awards REGISTRATION FORM

**ALL ENTRIES MUST BE RECEIVED BY FRIDAY, DEC. 4, 2020!**

- **Remember:** Only one **registration form** per person is needed. *Each entry into a category will need an individual entry form.*

OAA Member Name

Ohio License #

Official Company Name

Address

City, State, Zip

Phone

E-Mail

Website

**PAYMENT INFORMATION (\$10.00/PER ENTRY)**

$\frac{\text{# Of Entries}}{\text{# Of Entries}} \times \$10.00 = \frac{\text{Total Amount Due}}{\text{Total Amount Due}}$

Payment Type (Please Circle):      CHECK              VISA      MASTERCARD              DISCOVER

Name as it appears on Credit Card

Card Number

Expiration Date

CVV #

Signature

**Send All Entries with Completed Forms and Entry Fees To:**  
OAA—48 N. Emerson Avenue, Ste 300—Greenwood, IN 46143  
Questions: Contact Kathy Baber at 855-333-3245 or [director@ohioauctioneers.org](mailto:director@ohioauctioneers.org)

**2020OAA Marketing Competition**  
**Entry Form**  
*(One Category Form per Entry is Required)*

**Category 1: Postcards**

- ☐ Personal Property / General Household
- ☐ Benefit Auction
- ☐ Business Liquidation
- ☐ Commercial/Industrial: Machinery and Equip.
- ☐ Farm & Acreage Real Estate
- ☐ Machinery, Equipment, Autos and Trucks
- ☐ Residential Real Estate
- ☐ Recreational Real Estate
- ☐ Development Land Real Estate
- ☐ Commercial/Industrial/Multi-Par Real Estate

**Category 2: Brochures & Catalogs**

- ☐ Personal Property / General Household
- ☐ Benefit Auction
- ☐ Business Liquidation
- ☐ Commercial/Industrial: Machinery and Equip.
- ☐ Farm & Acreage Real Estate
- ☐ Machinery, Equipment, Autos and Trucks
- ☐ Residential Real Estate
- ☐ Recreational Real Estate
- ☐ Development Land Real Estate
- ☐ Commercial/Industrial / Multi- Par Real Estate

**Category 3: Newspaper / Magazine Print Advertising**

- ☐ One/Two- Color
- ☐ Full-Color

**Category 4: Company / Auction Promotion**

- ☐ Auction Promotion (Non-Traditional, Give-A-Way, Signage, Brochures, etc.)
- ☐ Company Promotion (Non-Traditional, Give-A-Way, Signage, Brochures/Proposal Folders, etc.)

**Category 5: Digital & Social Media**

- ☐ Audio Visual – Auction Promotion
- ☐ Audio Visual – Company Promotion
- ☐ Digital Campaign (e-mail blast, e-newsletter, website, blogs, facebook, twitter, Instagram, etc.)

\_\_\_\_\_  
OAA Member Name

\_\_\_\_\_  
Company Name

**ALL ENTRIES MUST BE RECEIVED BY:  
FRIDAY, DEC. 4, 2020!**

**Category 6: Photography**

*Photography will be judged on the following four points:*

**Clarity:** Is the Photo Clear? Does it make correct use of photographic techniques -light, focus, contrast?

**Composition:** Does the viewer's eye go to the subject of the photo? Is the shot tightly focused on the area of interest? Has the photographer moved in close enough to make sure extraneous objects/people aren't in the photo?

**Story:** Does the photo tell a story or evoke a feeling? Can the viewer tell what's going on? Is it memorable?

**Quality:** Is the photo crisp, clear, and in focus.

- ☐ Auction Team
- ☐ Auction Crowd
- ☐ Auctioneer in Action
- ☐ Benefit Auction
- ☐ Buyer Excited About Purchase
- ☐ Personal Property, Farm, Real Estate Auction
- ☐ Creative Photography (Auction Related)

**2020 OAA Marketing Competition**  
**Entry Form**  
***Contestant Categories (One Form per Entry is Required)***

**Category 7: Auction Marketing Campaign of the Year**

**Auction Marketing Campaign of the Year**  
**Entry Form**

Did you have one auction/campaign this year that stands out above all the rest? Enter the **Auction Marketing Campaign of the Year Award!**

---

OAA Member Name

Entry Details (One form Per Entry is Required:)

---

1. Submit a brief, one-page typed summary of your auction campaign. Please organize in a binder with the title pages dividing major sections. Entry summaries may include any of the following:
  - Important Information on why the auction was noteworthy
  - Marketing strategy and tactics
  - Goals for the auction
  - Copies of press releases and news coverage about the auction
  - Copies of photographs, advertisements, and any promotional materials
  - Innovative marketing or techniques employed
  - Online Marketing
  - Target markets
  - Summary
2. Entries may be judged on any of the following: innovativeness and creativity; crowd-pleasing aspects; technological enhancements; promotional elements; auction crowd attendance; auction items sold; satisfaction of client(s); satisfactions of bidders; and atmosphere of event.
3. Submit one copy of the entry materials.
4. **Only auctions between December 1, 2019 – November 30, 2020** are eligible.
5. The OAA logo or statement of membership must be printed on the presentation folder or on materials in the presentation folder. Entries that do not include the OAA logo will be disqualified.
6. Entries will not be returned.
7. All entries must be received by the Marketing Contest Deadline.
8. Each entry must be accompanied by an official and completed entry form and entry fee.