



2024 Marketing Awards REGISTRATION FORM

ALL ENTRIES MUST BE RECEIVED BY FRIDAY, DEC. 6, 2024!

- **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)

_____ X \$10.00 = _____
Of Entries 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

2024 OAA Marketing Competition Entry Form
(One Category Form per Entry is Required)

OAA Member Name

Company Name

**ALL ENTRIES MUST BE RECEIVED BY:
FRIDAY, DEC. 6, 2024!**

Category 1: Big Iron / Auto Auction

- Postcard
- Email Campaign
- Brochure, Catalog or Print Ad
- Photograph

Category 2: Real Estate Auction

- Postcard
- Email Campaign
- Brochure, Catalog or Print Ad
- Photograph

Category 3: "Full Service" / General Auction

- Postcard
- Email Campaign
- Brochure, Catalog or Print Ad
- Photograph

Category 4: Company or Contract Auctioneer Promotion

- Postcard
- Email Campaign
- Brochure, Catalog or Print Ad
- Photograph
- Wearables (Shirts, Hats, Coats, etc.)

Category 5: Benefit / Fundraising Auction

- Video
- Brochure, Catalog or Print Ad
- Photograph

Category 6: Digital Campaign / Video

- Big Iron / Auto Auction
- Real Estate Auction
- "Full Service" / General Auction
- Company or Contract Auctioneer Promotion
- Benefit / Fundraising Auction
- "Best of Show" will be chosen from all first-place award winners.
- "Member's Choice" will be chosen by members in attendance at this year's Conference and Show. Each member will be allowed only one ballot to vote for their choice. All ballots must be placed in the ballot box located at the marketing contest table no later than **noon Saturday, January 11.**

OAA Marketing Contest Information and Rules

Proudly display your amazing talents and incredible ideas by entering the Marketing Contest at the 2025 OAA Conference and Show. Awards will be presented to each overall Category winner. Winners will be recognized at the Awards Luncheon on **Friday, January 10.**

You must submit your entries via email if digital and by mail for all others. All entries must be in the OAA office by **5:00 pm, December 6, 2024.** All entries must be accompanied by an OAA Marketing Contest Entry Form.

Please send all mail-in entries to:
Ohio Auctioneer Association
48 N. Emerson Avenue, Ste. 300
Greenwood, IN 46143
Email Address: director@ohioauctioneers.org

Rules:

- **ALL** entries must be submitted no later than 5:00 pm, December 6, 2024. This will be strictly enforced.
- All entries in the Digital Division must be either a website address, .jpg, .pdf, or digital movie format.
Note: only the first two minutes of digital promotional entries will be judged. All entries must be submitted to director@ohioauctioneers.org by 5:00 pm, December 6, 2024. **No exceptions.**
- All entries must be reflective of the auction industry in some capacity and must be created between December 1, 2023, and November 30, 2024.
 - Each entry requires an OAA Marketing Contest Entry Form.
 - The member whose name appears on the entry form must be a current member of the OAA, or the entry will be disqualified. Forms cannot be changed once submitted.
 - Each entry must include the OAA logo except for the following subcategories: Photographs, Wearables
- All entries must be in original format, no color enhancement, no lamination.
- Each item may be entered into only one category unless otherwise noted.
- Each entry as Photography must be a single photo, not a collage of photos.
- Each entry as Photography must be no larger than a standard 8 x 10 enlargement and must represent an auction format. No emailed photos will be accepted. Hard copy prints only.
- Each entry as a newspaper/magazine entry must be of a single ad, not a collage of different ads, and represent an auction format.
- All OAA members in good standing are eligible to participate in the Marketing Contest.
- Entries will be judged by a panel of professionals representing advertising, graphic arts, newspaper publishing, and auction background.
- The appointed panel of judges and/or the OAA marketing committee reserve the right to move any entry into another category if it does not clearly meet the criteria for the category in which it was entered.
- The appointed panel of judges reserves the right to eliminate any category if there are two or fewer entrants per category.

*The OAA & Marketing Contest Committee are not responsible for items that may have been lost or damaged in transit.

2024 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, 2023 – November 30, 2024,** 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.