

2020 MSAA Marketing Contest Information and Rules



MSAA Auctioneers:

Proudly display your amazing talents and incredible ideas by entering the Marketing Contest at the 2020 MSAA Conference and Show. Awards will be presented in each category listed below. Winners will be recognized at the Awards Luncheon on Friday.

Print Division

- Category 1 - Newsprint or Magazine Ads
- Category 2 - Business Liquidations / Commercial Auctions
- Category 3 - Estate Liquidation
- Category 4 - Real Estate Auctions
- Category 5 - Farm Auction
- Category 6 - Specialty Auction
- Category 7 - Postcards
- Category 8 - Auction Catalogs

Photography Division

- Category 11 - Auction Crowd (Novice & Professional)
- Category 12 - Auctioneer in Action (Novice & Professional)
- * Category 13 - Wild Card x2

Business Promotional

- Category 14 - Clothing
- Category 15 - Business Signs & Banners
- Category 16 - Specific Auction Event Signs & Banners
- * Category 17 - Specialty Ideas x2

Digital Division *please note all entries in this division*

must be submitted by January 13, 2020. See rule 3 below.

- Category 9 - Digital Website Homepage, Landing Page, Social Media Page or Email Promotion
(Includes 1 email promoting either 1 auction event or multiple auction events)
- Category 10 - Video Commercial

Rules:

1. All printed materials/entries must be submitted between 7:00 a.m. - 9:00 a.m. on Friday, January 17, 2020 at the designated room. This will be strictly enforced. No early entries will be accepted.
2. Items or material delivered to the Hotel will not be accepted.
3. Digital division contest entries. All entries must be 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 finallyerika@yahoo.com by January 13, 2020.
4. All entries must be reflective of the auction industry and must be created between January 1, 2019 and December 31, 2019 and must display the year.
5. The member whose name appears on the entry form must be a current member of the MSAA, or the entry will be disqualified. Forms cannot be changed once submitted.
6. All entries must be in original format; no color enhancement, no lamination.
7. The MSAA logo must be printed on all items entered into each category except categories 9-17.
8. Only one entry is allowed per Auction Company in each category unless otherwise noted.
9. Each entry must be labeled with the category entered. Labels will be available at the time of check-in.
10. Each item may be entered into only one category unless otherwise noted.
11. Each entry in the auction photography category must be a single photo, not a collage of photos. The photo 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.
12. Each entry in the newspaper/magazine category must be of a single ad, not a collage of different ads and represent an auction format.
13. For entries in the digital division, all entries should include as many visual details and elements as possible, (ie. theme, timeline, goals, objectives, etc.)
14. Best of Show will be chosen from all first place award winners.
15. All MSAA members in good standing are eligible to participate in the Marketing Contest.
16. Entries will be judged by a panel of professionals representing advertising, graphic arts, newspaper publishing, and auction background.
17. The appointed panel of judges and/or the MSAA 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.
18. The appointed panel of judges reserve the right to eliminate any category if there are two or fewer entrants per category.
19. Auctioneer (Member) 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 in the marketing contest room by 12:00 noon on Saturday, January 18, 2020.
20. Once an item has won in a category, you may not enter that item again in future marketing contests. You will be disqualified.