

MSAA Marketing Contest Information and Rules

Proudly display your amazing talents and incredible ideas by entering the Marketing Contest at the 2024 MSAA Conference and Show. Awards will be presented in each category listed below. Winners will be recognized at the Awards Luncheon on Friday.

Mail-in entries will be accepted for MSAA members unable to attend Conference & Show. *All mail-in entries must be postmarked by December 15th and be accompanied by an MSAA Marketing Contest Entry Form to be counted.*

Please send all mail-in entries to:

Benjamin Grafe
261 Yeadon LN NW, Stewartville, MN 55976

All entries for Conference & Show attendees must be submitted between 7:00 a.m. - 9:00 a.m. on Friday, January 19, 2024, in the designated room.

Print Division

1. Newsprint or Magazine Ads
2. Business/Commercial/Industrial Auction
3. Estate/Personal Property Auction
4. Real Estate Auction
5. Farm Auction
6. Specialty Auction
7. Postcards
8. Brochures & Catalogs

Digital Division

9. Email Communication
10. Digital Ad Promotion
 - a. Social Media Ad, Search Engine Ad, Display Ad
11. Website Homepage/Landing Page
12. Video Promotion
 - a. Commercial, Auction Preview, Auction Recap
13. Social Media Presence
 - a. Facebook, Instagram, LinkedIn, Twitter, Etc.

Photography Division

14. Auctioneer in Action
15. Auction Crowd
16. Wild Card
 - a. Up to (2) entries are allowed for each auction company

Business Promotional

17. Clothing
18. Signs & Banners
19. Specialty Ideas

- a. Up to (2) entries are allowed for each auction company

Rules:

- All printed materials/entries must be submitted between 7:00 a.m. - 9:00 a.m. on Friday, January 19, 2024 in the designated room. This will be strictly enforced.
- Mail-in entries are for MSAA members unable to attend Conference & Show only. In-person attendees must submit entries in person.
- All entries in the Digital Division 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 ben@grafeauction.com by January 6, 2024. No exceptions.*
- All entries must be reflective of the auction industry in some capacity and must be created between January 1, 2023, and December 31, 2023.
- Each entry requires an MSAA Marketing Contest Entry Form
- 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.
- All entries must be in original format; no color enhancement, no lamination.
- Only one entry is allowed per Auction Company in each category unless otherwise noted.
- Each item may be entered into only one category unless otherwise noted.
- Each entry in the Photography Division must be a single photo, not a collage of photos.
- Each entry in the Photography Division 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 in the newspaper/magazine category must be of a single ad, not a collage of different ads, and represent an auction format.
- All MSAA 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 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.
- The appointed panel of judges reserves the right to eliminate any category if there are two or fewer entrants per category.
- "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 in the marketing contest room by 12:00p noon on Friday, January 19, 2024.
- Once an item has won in a category, you may not enter that item again in future marketing contests. You will be disqualified.

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