



Annual Convention Registration Form Hyatt Regency Hotel & Spa Monterey, California October 21, 2010 through October 23, 2010

ADVERTISING CONTEST

As an Auctioneer, advertising and marketing expertise are the keys to the success of your business. The quality of your advertising is often the general public's first exposure to your business. Advertising creates awareness and promotes the auction method of marketing as well as the professionalism of your organization. This contest is designed to be your opportunity to show off your skills and see how others present themselves in various forms of media.

To enter the contest use the entry form provided below. Please attach a brief description of how advertisement was used. One form must accompany each entry. You may photocopy the entry application for use with more than one entry. Winners will be recognized during the Annual Convention. **In the event we have less than 10 participants in the marketing contest it will be postponed until February's Educational Seminar.**

Contest Rules

1. Entries must be in promotion of auctions occurring between November 1, 2009 and October 1, 2010.
2. Each advertisement for a specific auction must include information regarding the auction's success, specifically a brief notation of how the advertising was used.
3. Each entry must be accompanied by an official entry form with the entry category clearly labeled.
4. Newspaper and/or magazine category entries must include three (3) tear sheets containing the ad from the publication. TV commercial entries must be provided on standard DVD format (three copies for each entry)
5. Three copies of each printed matter must be submitted for every entry in the print and promotion sections.
6. Each business stationary entry must include letterhead, envelope and a business card.
7. The three samples submitted for each entry will be distributed as follows: One copy will be maintained by CSAA, one copy will be used for judging, and one copy will be displayed at the convention
8. Website designs will be judged live as shown on computer. However you must submit an entry form to enter your website.
9. Fees will be paid at time of entry at conference.

Contest Fees

Number of Entries: _____ x \$10.00 per entry = \$_____

Contest Categories (Circle One)

- Auction Ad Newspaper/Publication: - Newspaper - Publication (Journal or Magazine)
- Electronic Media: - Radio - Television
- Auction Firm/Institutional Promotion: - Portfolio Cover Design - Internet Website
- Auction Brochure - One Color - Two color - Multi-color
- Guerilla Marketing

Method of Payment : **Bring Payment in the form of Check or Cash to the Conference.**

HOW TO REGISTER:

MAIL FORM TO:
CSAA
520 N. 2nd Ave.,
Upland, CA 91786

REGISTER ONLINE:
Log on to www.caauctioneers.org
Go to Annual Convention

QUESTIONS:
Call 909-949-0336 (CSAA)
Email info@cauctioneers.org

