

20th ANNUAL

# SIA AWARDS

## BEST of SHOW

This year's panel of judges in the Service Industry Advertising Awards has recognized the outstanding creativity exemplified in the following entries. Congratulations to these institutions and their advertising agencies for their Best of Show designation.

**University of Maryland Faculty  
Physicians, Inc.**

Baltimore, MD

*Electronic Advertising*

*Cosmetic Surgery in a New Light*

**Columbus Community Hospital**

Columbus, NE

*Social Media Content-Facebook*

*Healthcare Heroes*

**UPMC Health Plan**

Pittsburgh, PA

*Self-Promotion Out-Of-House*

*PGH International Airport Promo Comp*

**Chemistry**

Pittsburgh, PA

**ENT And Allergy Associates, LLP**

Tarrytown, NY

*Television Advertising-Single*

*Balloon*

**Hologram Advertising, LLC**

Old Greenwich, CT