

REGISTRATION

Entry# _____

(For Official Use)

1. Please type or print all information below. Make sure everything is complete and correctly spelled.
2. Attach TWO copies of the registration form to each entry submitted. (Entry form may be photocopied)
3. **IMPORTANT:** Be sure you have marked the GROUP and CATEGORY information.
4. Place your entry payment in a separate envelope marked "PAYMENT ENCLOSED" that's easily visible upon opening your package.

ENTRY TITLE _____
(Name/title/headline of piece being entered)

INSTITUTION _____

Contact _____ Title _____

Delivery Address _____ STE/MC _____

City _____ State _____ Zip _____

Telephone _____ Email _____

ADVERTISING AGENCY _____

Contact _____ Title _____

Delivery Address _____ STE/MC _____

City _____ State _____ Zip _____

Telephone _____ Email _____

GROUP: Entertainment Services Educational Services Retail Services Healthcare Services
 Financial Services Travel/Transportation Services Professional Services Other Services

CATEGORY:

1. Newspaper Advertising
2. Magazine Advertising
3. Publication
4. Newsletter
5. Direct Mail
6. Annual Report
7. Poster
8. Installations—Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store.
9. Outdoor—The outdoor display of advertising messages, notices or events, commonly associated with mass (outdoor) audiences on sidewalks, streets, roadways, Mass Transit/Airlines, public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas, etc. Does not include posters described in category.
10. Special Event Materials—Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.
11. Advertising Industry Self-Promotion Out-Of-Home—Any public service out of home advertising, including outdoor boards, transit advertising and posters.
12. Brochure
13. Logo/Letterhead Design
14. Calendar
15. Other: Misc. Collateral, Special Promotional Materials
16. Imprinted Materials-T-Shirts, Hats, Pens, Mouse Pads, etc.
17. Website
18. Website Refresh
19. Social Media Content (Facebook, Twitter, LinkedIn, Pinterest, Google+, etc.)
20. Mobile Media Content
21. Blog Sites
22. Podcasts
23. Employee or Staff Recruitment
24. Online Publications (Magazine, Newsletters, etc.)
25. Digital Video Ad—Less than 2 minutes
26. Digital Video Ad—More than 2 minutes
27. Streaming/On Demand Content
28. Electronic Advertising
29. Online Display Ad
30. E-Publication
31. Miscellaneous Interactive Media

32. Radio Advertising
33. COVID Response Materials
34. Equality & Diversity Promotion
35. Television Advertising

CAMPAIGN CATEGORIES:

36. Total Public Relations Campaign
37. Total Advertising Campaign
38. Integrated Marketing Campaign (Two or more channels, Print, Web, Video, Social Media, Internet, etc.)
39. COVID Marketing Campaign
40. Total Digital Marketing Program

ENTRY FEE: (Categories 1-35)

\$40 per entry received by October 23, 2020
\$50 per entry received by November 16, 2020
\$60 per entry received by December 11, 2020

CAMPAIGN ENTRY FEE: (Categories 36-37)

\$65 per entry received by October 23, 2020
\$75 per entry received by November 16, 2020
\$85 per entry received by December 11, 2020

Make checks payable to: SIAAwards

My check is enclosed, made payable to SIAAwards
 My check is being sent under separate cover.

Pay by VISA/MasterCard/Amex:

Name on Credit Card _____

Credit Card # _____

Expiration Date _____

Total Amount \$ _____

*Only do one copy of credit card payment and place in envelope marked "Payment Enclosed."

Fax Receipt To: _____

Email Receipt: _____

FEI #58-1581819

SEND TO: SIAAwards

4651 Woodstock Road • Suite 208 #210
Roswell, GA 30075

770-457-6106 • www.SIAAwards.com