

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/Mail Code _____

City _____ State _____ Zip _____

Telephone _____ Email _____

ADVERTISING AGENCY _____

Contact _____ Title _____

Delivery Address _____ STE/Mail Code _____

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—Single
2. Newspaper Advertising—Series
3. Magazine Advertising—Single
4. Magazine Advertising—Series
5. Publication
6. Newsletter
7. Direct Mail
8. Annual Report
9. Poster
10. Installations—Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store.
11. 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.
12. Special Event Materials—Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.
13. Advertising Industry Self-Promotion Out-Of-Home—Any public service out of home advertising, including outdoor boards, transit advertising and posters.
14. Brochure
15. Logo/Letterhead Design
16. Calendar
17. Other: Misc. Collateral, Special Promotional Materials
18. Imprinted Materials—T-Shirts, Hats, Pens, Mouse Pads, etc.
19. Website
20. Website Refresh
21. Social Media Content (Facebook, Twitter, LinkedIn, Pinterest, Google+, etc.)
22. Mobile Media Content
23. Blog Sites
24. Podcasts
25. Employee or Staff Recruitment
26. Online Publications (Magazine, Newsletters, etc.)
27. Special Video—Less than 2 minutes
28. Special Video—More than 2 minutes
29. Digital Video Advertisement
30. Streaming/On Demand Content
31. Electronic Advertising
32. Online Display Ad
33. E-Publication

34. Miscellaneous Interactive Media
35. Radio Advertising—Single
36. Radio Advertising—Series
37. COVID Response Materials
38. Equality & Diversity Promotion
39. Television Advertising—Single
40. Television Advertising—Series

CAMPAIGN CATEGORIES:

41. Total Public Relations Campaign
42. Total Advertising Campaign
43. Integrated Marketing Campaign (Two or more channels, Print, Web, Video, Social Media, Internet, etc.)
44. COVID Marketing Campaign
45. Total Digital Marketing Program

ENTRY FEE: (Categories 1-39)

\$40 per entry received by October 22, 2021
\$50 per entry received by November 12, 2021
\$60 per entry received by December 3, 2021

CAMPAIGN ENTRY FEE: (Categories 40-44)

\$65 per entry received by October 22, 2021
\$75 per entry received by November 12, 2021
\$85 per entry received by December 3, 2021

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."

Email Receipt: _____

FEI #58-1581819

SEND TO: SIAAwards

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

770-457-6106 • www.SIAAwards.com