



2009 NOVA AWARDS SUBMISSION REQUIREMENTS

Every entry submitted must have a marketing focus and completed between January 1 and December 31, 2008. Materials submitted are required in their original form and prepared according to the directions below or be subject to disqualification.

The AMA Iowa Chapter Awards Program subcommittee sets all judging criteria, tabulates, certifies the finalists and winners selected by the judges. A panel of marketing professionals from American Marketing Association Chapter outside of Iowa serve as the judges. The judges make all decisions regarding eligibility, finalists and winners. The decision of the judges is final.

1. Complete an Entry Form for each entry. Each entry must be saved onto a CD or DVD and include a completed entry form along with electronic versions of creative samples (JPEG, PDF, MPEG, WMV, Quicktime, etc). Label the CD clearly as to category, entry title, organization/firm entering, and contact name. To enter your entry in multiple categories, you must complete an entry form for each category. Each additional entry also requires an entry fee per category.
2. Up to three (3) finalists in each category will be selected at the discretion of the judges. Finalists will be notified prior to the Awards Program and all winners from each category will be announced during the program on May 7, 2009. A Best of Show winner will be selected across all categories.

CATEGORIES:

- Direct Marketing Campaign
- B2B Campaign
- Consumer Campaign
- Special Event/Conference

NEW! Interactive – Social Media – This award recognizes execution and results through the use of social media, blog implementation, virtual online events, podcasting, and mobile marketing.

NEW! Interactive – Web site

- Non-Profit Campaign
- Public Relations Campaign
- Tradeshow Marketing Program

NEW! Integrated Campaign – This award recognizes execution and results from utilizing a minimum of three different channels of communication.

NEW! Market Research - This award recognizes qualitative and quantitative research plans, execution and results.

- Student Marketing Entry

3. Complete the Fee Form and include a check payable to AMA Iowa Chapter for all entries. You may use one Fee Form and payment for multiple entries. If multiple entries are submitted under one Fee Form, bundle together with a complete Fee Form attached.
4. All entries become the property of AMA Iowa and will not be returned. Entries will be promoted at the Awards Program.
5. Send or deliver entries to arrive **no later than 5:00 PM on Friday, April 3, 2009.**

Entries may be mailed or delivered to:

Katie Popp
Strategic America
1500 NW 118th Street
Des Moines, IA 50325

Direct questions on submissions to:

Katie Popp: kpopp@strategicamerica.com (515) 453-2040

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