



ABM Sales Promotion Awards 2009 Call for Entries

Originally instituted as the ABM Media Kit Awards to recognize the hard work and creativity of the marketing/publishing teams that created media kits, the **ABM Sales Promotion Awards** reflect a new focus on the entire suite of **promotional and collateral materials that support all sales efforts**. A team of experienced, skilled judges evaluate Sales Promotion Award entries based on overall design, copywriting, ease of understanding, and how well the **materials reflect the brand's overall mission**.

Often the first point of contact with potential media buyers, **promotion and collateral materials** are the catalysts for dialogue between business marketers and business information brands and articulate the benefits of advertising, sponsoring, and exhibiting. With the addition of new media platforms within B2B media franchises, succinct yet comprehensive communication of integrated advertising options is an important factor in determining the most **successful and effective sales promotion materials**.

Awards Given:

- Gold (first place), Silver (second place) and Bronze (third place) awards in Categories #1-3
- ONLY Gold (first place) in Categories #4-6.

Award Eligibility:

- Submitting company **MUST** be an American Business Media member
- Each submission must represent or apply to business-to-business media properties

Award Submission Categories:

1. Brand Media Kit/Printed (print)

Traditional printed project in support of a publication or franchise. May include information about print editions, online initiatives, events, newsletters, websites and other products.

2. Brand Media Kit/Digital Interactive Format (online only)

Online project in support of a publication or franchise. May include information about editions, online initiatives, events, newsletters, websites and other products. Must be more than a standard PDF file.

3. Exhibitor Sales Kit/Printed (print)

Traditional printed sales kit in support of trade shows, conferences and events.

4. Email Promotion (excludes all e-newsletters)

A single email or email campaign that promotes one or more of a franchise's integrated products.

5. Stand-Alone Flyer/Printed (excludes campaigns, must be independent)

One-time sales promotion of one or more of a franchise's integrated products – can be a maximum of two (2) pages (one-sided or two-sided).

6. Stand-Alone Brochure/Printed (excludes campaigns, must be independent)

One-time sales promotion of one or more of a franchise's integrated products – can be a maximum of up to eight (8) pages.

(If submitting payment for more than one entry, entry form must accompany each entry.)

Mail or email completed entries to **American Business Media** – Attention: **Media Kit Awards** -- 675 Third Avenue, New York, NY 10017-5704

T: 212-661-6360, F: 212-370-0736

Award Submission Rules:

- Include a separate, fully-completed entry form and \$50 entry fee **for each submission**. More than one entry may be submitted in each category. A separate Entry Form and \$50 payment must be submitted per entry. Multiple entries from the same company can be paid with one payment.
- All submissions must promote sales initiatives and/or products offered during calendar year 2008.
- Submit 50-word descriptions that explain specific strategic goals and/or challenges addressed.
- Categories 1, 3, 5 and 6: Include one printed copy of the materials.
- Categories 2 and 4: Submit a DVD in an envelope clearly labeled with event or franchise title or supply the link.
- Decisions of the committee and the judging board are final in all matters pertaining to the 2009 ABM Sales Promotion Awards. No refunds will be issued for any reason. Judges may disqualify entries that are incomplete or do not comply with competition rules. You will not be notified if your entries are disqualified nor will entry fees be refunded.
- Judges' comments will be available to award winners only.
- All entries become the property of American Business Media.

ENTRY DEADLINE: Entries must be received by Monday, March 16, 2009

(If submitting payment for more than one entry, entry form must accompany each entry.)

Mail or email completed entries to **American Business Media** – Attention: **Media Kit Awards** -- 675 Third Avenue, New York, NY 10017-5704

T: 212-661-6360, F: 212-370-0736

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

The 2009 ABM Sales Promotion Awards

1. Publication Franchise/Event Title:

2. Publication Company/Parent Company (No acronyms):

3. Name and Title of primary Team Leader on Project:

4. Names and Titles of team responsible for material submitted (marketer, copywriter, graphic designer, publisher, show director, editor, etc.) (Maximum 8 individuals):

_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title
_____	Name
_____	Title

5. Write a clear description of your target market/audience.

6. Attach a 50 word (maximum) description explaining specific strategic goal or specific challenge addressed in kit for 2008. Judging criteria will be based on the strength

of content and overall presentation against stated, submitted goal.

7. Frequency of Publication/Event in 2008:

8. Entry Categories (check one per entry):

- Brand Media Kit/Printed (print)
- Brand Media Kit/Digital Interactive Format (online only)
- Exhibitor Sales Kit/Printed (print)
- Email Promotion (excludes all e-newsletters)
- Stand-Alone Flyer/Printed (excludes campaigns, must be independent)
- Stand-Alone Brochure/Printed (excludes campaigns, must be independent)

9. List components in media kit and attach and mail with form.

10. I hereby certify that this entry confirms to the rules as detailed in the Call for Entries.

(Signature of Marketing Team Leader, Publisher or Event Director)

11. Name, title, company or publication, address, and telephone number of individual to whom correspondence regarding this entry should be addressed.

_____	Name
_____	Title
_____	Company or Publication
_____	Street Address
_____ / _____ / _____	
_____	City/State/Zip
(_____) - _____	
_____	Telephone Number
_____	Email Address

(If submitting payment for more than one entry, entry form must accompany each entry.)

Mail or email completed entries to **American Business Media** – Attention: **Media Kit Awards** -- 675 Third Avenue, New York, NY 10017-5704

T: 212-661-6360, F: 212-370-0736



PAYMENT:

If paying by check: Make check payable to ABM and mail with this Form & Entry.

If paying by credit card: Complete the following information: **Charge:** \$ _____ to AmEx Master Card Visa

Account #: _____ **Expiration Date:** _____ **Cardholder's Name (Print Only):** _____

Signature: _____ **Zip code of Billing Address:** _____

Include payment with your entry. Receipt of your entries will be acknowledged after they have been screened and processed.

(If submitting payment for more than one entry, entry form must accompany each entry.)

Mail or email completed entries to **American Business Media** – Attention: **Media Kit Awards** -- 675 Third Avenue, New York, NY 10017-5704

T: 212-661-6360, F: 212-370-0736