

Instructions

1. All qualified entries must relate to the service industry and comply with the competition's requirements. Those entrants failing to follow directions will have their submissions disqualified.
2. There is no limit to the number of entries an institution or agency may submit.
3. **TWO COPIES** of the registration form must be attached to each entry. (Registration form may be photo copied.)
4. A fee of \$40 per entry is required for entries post marked on or before November 13, 2008. (\$75 for campaigns.) Entries post marked after that date will be accepted, but a late registration fee of \$50 per entry will apply. (\$85 for campaigns.) A combined check for multiple entries may be submitted. Please place your entry payment in a separate envelope that is easily visible.
Make check payable to: SIAA
(Place check in envelope marked "Entry Payment")
5. **Deadline date is November 13, 2008.**
Late Entry Deadline is December 12, 2008.
6. Address all properly prepared packages to:
SIAA Awards
3180 Presidential Drive, Suite K
Atlanta, GA 30340
7. Entries cannot be returned and become the property of Service Industry Advertising Awards.

**ONLY
\$40
Per Entry**

Format Requirements

PRINT MATERIALS: (Including newspaper, magazine, logo/letterhead, posters, and outdoor transit/billboard)

- Mount all single entries on display board with two copies of the registration form attached securely to the back. For series entries, hinge/fasten the boards together. Display board should be approximately the same size as the entered material, allowing up to a 2-inch border.
- Publication prints, press proofs and stats are acceptable. Photographs or slides may be submitted in the outdoor transit/billboard category.

COLLATERAL MATERIALS: (Including direct mail, annual report, newsletter, publications, employee communications program, imprinted materials, calendar, and other)

- Place materials in an envelope and staple two copies of the registration form to the outside of the envelope.

WEB SITE/HOME PAGE: Enclose the complete address on a piece of paper or submit on CD-ROM.

NEW MEDIA: May be submitted on a disk, PDF or Website address. New Media includes: podcasts, pop-up advertising, blog sites, E-mail blasts, flash media, etc.

ELECTRONIC ENTRIES: (Including radio, television, and special video production)

- Radio: Submit entries on a CD. Wrap two copies of the registration form around the CD box. Multiple entries of the same type (i.e., single spot or series) may be put on one CD as long as two copies of the registration form are attached for each entry. Please attach registration forms in the order spots will be heard. Do not mix single and series entries on same CD.
- Television and Special Video Production: Submit entries on a DVD. Wrap two copies of the registration form around the DVD container. If more than one commercial or video production of the same type is to be submitted, please attach two copies of the registration form for each entry and put in viewing order. Do not mix single, series and special production on same DVD.

MULTI-MEDIA CAMPAIGNS: (Including total public relations campaign and total advertising campaign)

- Multi-media campaigns should use at least two mediums. Refer to the appropriate entry format instructions for mounting and submission requirements.
- All components of the campaign should be numbered, i.e., #1 of 3, #2 of 3, and #3 of 3.
- Place all components in a large envelope and attach two copies of the registration form to the outside.
- Entry fee for campaign is \$75. (\$85 after November 13, 2008.)

Awards

Best of Show awards will receive the SIAA statue. Gold winning entrants will be presented a framed SIAA award. Additional awards may be ordered for a fee. Please indicate on the registration form who is to receive the winning award (institution or advertising agency). Silver, bronze and merit winners will receive certificates. Copies of the certificates will be sent to both the winning institution and the advertising agency.

Notification

Winners in the Service Industry Advertising Awards competition will be posted February 1, 2009, on our web site.

Web address is www.SIAAwards.com
For Questions phone: 770-457-5852