

Entry Form

SMPS Chicago: Excellence in Marketing Awards

DUE: AUGUST 8, 2017 | 5 PM

Firm Name _____

Entered By _____

Address _____

Phone _____

Email _____

Internal Marketing

Entry Category(s) _____

External Marketing

Entry Category(s) _____

Please submit via e-mail to:

Lindsay Green at lindsayg@pmainc.com

Or submit hard copy to:

Lindsay Green
Project Management Advisors
150 South Wacker, Suite 2150
Chicago, IL 60606

Entry Fee:

\$50 for first entry; \$25 for each additional entry from the same firm.

Payment Options:

[Pay Online](#): 2017 Excellence in Marketing Awards Entries

Check Enclosed. Please make checks payable to SMPS Chicago.

Pay via Credit Card

Name on Card _____

Credit Card # _____ Exp. Date _____

Security Code _____ Billing Zip Code _____

Billing Address _____

City _____ State _____ Phone _____



Society for Marketing
Professional Services
Chicago

2016-2017
EMA
Excellence
in Marketing
AWARDS

2016-2017 Excellence in Marketing Awards

About the EMA's

The Excellence in Marketing Awards (EMAs) are designed to recognize outstanding achievement in marketing communications by professional service firms in the Chicagoland AEC industry. Modeled after the SMPS National Marketing Communications Awards, the program provides an opportunity for firms to showcase their best marketing practices.

Entry Categories

SMPS Chicago's EMAs honor individuals and firms responsible for excellence in marketing communications in the following categories:

- Advertising
- Annual Report
- Book/Monograph
- Brochure
- Corporate Identity
- Direct-Mail Campaign
- Feature Writing
- Holiday Piece
- Internal Communications
- Magazine
- Media Relations Campaign
- Newsletter — External
- Newsletter — Internal
- Promotional Campaign
- Recruitment & Retention
- Social Media
- Special Event
- Specific Project Marketing
- Trade Show Marketing
- Video
- Web Site

Eligibility

Any SMPS Chicago member is eligible to nominate a firm. Outside consultants utilized to develop materials (i.e. print shops, photographers, copywriters, etc.) should be identified in the Clarification Statement.

What can be submitted? Any materials that fulfill the criteria of the categories listed above are eligible. The material must have been published or issued between January 2016 and May 2017.

Benefits of Participating

- Industry recognition for your firm
- Enhancement of your firm's brand and positioning
- Inspiration for future campaigns
- Expert feedback on your firm's marketing practices from evaluation panel
- Complimentary attendance at awards reception

Entry Requirements

1. Entry Form (one per firm, form is included on back of handout)
2. Clarification Statement (one for each entry)
Clarification Statements should not exceed two pages, single-sided per entry and should be typewritten. Your Clarification Statement should include the following:
 - Marketing Objective (including goals, target audience, and what you hoped to achieve with the piece)
 - Research, Planning, and Implementation
 - Results
 - Budget/Actual Cost/Cost per Unit
 - Outside Consultant(s) Used
3. Exhibits/Examples of marketing communications (if applicable)
4. Entry Fee: \$50 for first entry; \$25 for each additional entry from same firm
Please make checks payable to: SMPS Chicago
If paying by credit card, please include your credit card number, expiration date and name on card on entry form.

Recognition

Winners will be recognized at the SMPS Chicago Annual Meeting in August.

- First place in Internal and External Marketing will each receive an EMA Trophy and \$150 SMPS bucks
- Best in Show will receive one (1) registration for the 2018 Build Business National Conference in San Diego, CA
- All winners will receive letters of recognition sent to their superior and recognition on SMPS Chicago's web site

Note: Each submitter will receive one (1) complimentary ticket to the annual meeting.



Submittal Instructions

All submittals must be received by 5 p.m. on Tuesday, August 8, 2017. Please submit electronically to Lindsay Green at lindsayg@pmainc.com or send one hard copy of your submittal. *Please see payment options on following page.*

Questions?

Contact Lindsay Green
Project Management Advisors
150 South Wacker, Suite 2150
Chicago, IL 60606
lindsayg@pmainc.com
517.204.5413