

# OFFICIAL ENTRY FORM



## WHO MAY ENTER?

This competition is open to promotion, advertising, direct marketing and p.r. agencies, consultancies, in-house agencies and internal corporate marketing departments. Eligible campaigns must have ended in the 12 months immediately prior to December 31, 2006 (start date is not a criteria).

## HOW ARE ENTRIES JUDGED?

An independent panel of marketing professionals with expertise in interactive marketing is recruited by the editorial staff of PROMO. Those judges will evaluate each entry for that campaign's strengths in:

- Concept, including relevance to the target audience
- Innovative use of technology
- Execution
- Results, which must be quantifiable for full scoring potential

## NOTIFICATION OF WINNERS?

Teams responsible for the winning campaigns in each category will be notified by April 2, 2007, and their work will be honored during the Awards Gala held during the Interactive Promotion Summit at Caesar's Palace in Las Vegas. (For more information on the Interactive Promotion Summit, visit [www.promotionsummit.com](http://www.promotionsummit.com).) The winning campaigns will then be showcased in the May 2007 issue of PROMO.

## THE CATEGORIES

- 1 VIRAL PROMOTION** For campaigns that incorporated friend-to-friend components to build reach, create brand ambassadors and drive sales.
- 2 SMS/MMS MOBILE MARKETING** For campaigns that engaged consumers via short message service or multimedia message service technologies, to build brand engagement and drive sales.
- 3 INTERNET-BASED TRIAL RECRUITMENT** For campaigns (such as digital sampling or coupon programs) that used the Web to engage consumers with a product or company for the first time.
- 4 INTERNET-BASED LOYALTY MARKETING** For campaigns that used Web-based programs to engage employees or consumers and build their affinity for a company or brand product over time.
- 5 PROMOTIONAL WEBSITE** For either interim or long-standing Internet sites that supported an overarching integrated consumer-targeted promotional campaign, or integrated program targeting employees, sales reps or distributors.
- 6 NEW MEDIA** For programs that used social networking, podcasting, blogs, RSS or other new media to build brand engagement and drive consumer behavior.
- 7 SEARCH ENGINE MARKETING** For programs that leveraged SEM to drive brand promotion.
- 8 E-MAIL MARKETING** For programs that used electronic direct marketing to drive brand promotion.
- 9 BEST OVERALL INTERACTIVE MARKETING CAMPAIGN** Selected from among the the category winners.

**EARLY DEADLINE:**  
**FEBRUARY 16, 2007**

**FINAL DEADLINE: MARCH 2, 2007**

Questions? Contact Maureen Van Kuren, (203) 358-4240, [mvankuren@prismb2b.com](mailto:mvankuren@prismb2b.com) [www.promomagazine.com/awards/iaawards](http://www.promomagazine.com/awards/iaawards)

# OFFICIAL ENTRY FORM



## PREPARING YOUR ENTRY

- ➡ Send entry information & payment to:  
PROMO 2007 Interactive Marketing Awards  
Attn: Maureen Van Kuren  
11 River Bend Drive South, P.O. Box 4242, Stamford, CT 06907-0242
- ➡ Completed submissions should include:
  - \$200 entry fee per entry; \$250 per entry if received after February 16, 2007.  
No entries accepted if postmarked after March 2, 2007.
  - Completed entry form for each entry.
  - 5 duplicate CDs containing a digital campaign write-up (limit 400 words) that includes:
    - An overview of the marketing situation
    - Campaign objectives (i.e., trial, market share, incremental sales growth, etc.)
    - Campaign graphics, including Key Elements must be submitted in a digital format (.pdf, .jpg, .gif)
    - Campaign or program results, provided in quantifiable terms as compared to program goals
- ➡ For more information, contact:  
Maureen Van Kuren, PROMO • (203) 358-4240 • mvankuren@prismb2b.com

# OFFICIAL ENTRY FORM

CATEGORY (DESCRIPTIONS ON PAGE 1): \_\_\_\_\_

NAME OF CAMPAIGN: \_\_\_\_\_ PROMOTION DATES: FROM \_\_\_\_\_ TO \_\_\_\_\_

PERSON SUBMITTING ENTRY: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME OF COMPANY SUBMITTING ENTRY: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CLIENT COMPANY (IF AGENCY SUBMITTING): \_\_\_\_\_

CLIENT CONTACT: \_\_\_\_\_

CLIENT CONTACT'S PHONE: \_\_\_\_\_ CLIENT CONTACT'S EMAIL : \_\_\_\_\_

NAMES OF PERSONS INVOLVED IN CAMPAIGN ON CLIENT AND/OR AGENCY SIDE (PLEASE SPECIFY TITLE):

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

The information provided is complete and accurate. I grant permission for the use and/or reproduction of materials entered in the 2007 Interactive Marketing Awards and nonconfidential information provided on this form-in exhibitions; in print and/or online articles; in awards ceremonies and/or programs; and on Websites operated by PROMO.

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

SIGNATURE (REQUIRED) : \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_  CHECK: (payable to: PROMO Interactive Marketing Awards) CHECK # \_\_\_\_\_

CHARGE:  MASTERCARD  VISA  AMEX

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## 2007 INTERACTIVE MARKETING AWARDS RULES

1. Prism Business Media Inc. d/b/a PROMO ("Sponsor") is offering the Interactive Marketing Awards contest ("Contest"). **CONTEST VOID WHERE PROHIBITED.**

Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia.

2. **ENTRY FEES: \$200 per each entry if postmarked on or before February 16, 2007; \$250 per each entry if postmarked between February 16, 2007 and March 2, 2007. No entries accepted if postmarked after March 2, 2007.** Entry fees are not required for entries submitted by residents of Arizona, Maryland, North Dakota and Vermont.
3. Entrant must be a legal resident of the 50 United States and the District of Columbia, who is 21 years or older as of December 1, 2006. Employees of Sponsor, and Sponsor's parents, subsidiaries, affiliates, advertising and promotion agencies and the family members of such employees (defined as parents, spouse, children, siblings, grandparents) and all those with whom such employees are domiciled, are not eligible to enter. Void outside the fifty United States and the district of Columbia, and where prohibited, taxed, or restricted by law. All federal, state and/or local rules and regulations apply.
4. Enter by filling out an official entry form available at [www.promomagazine.com](http://www.promomagazine.com) and providing the requested information about your interactive marketing campaign indicated on the entry form. The entry form must be submitted along with a digital campaign write-up on 2 duplicate CDs containing: 1) An overview of the marketing situation, 2) Campaign objectives, 3) Campaign graphics, 4) Campaign or program results. Program(s) must have ended in the 12 months prior to December 31, 2006 (start date is not a criteria). All entries must be postmarked no later than March 2, 2007.

Send your entry along with the applicable entry fee to 2007 Interactive Marketing Awards, Attn: Maureen Van Kuren, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT, 06907-0242. Multiple entries are permitted. Entrants must pay separate entry fee for each entry, and must fill out an official entry form for each entry. Entry forms or requests that are printed by machine, mechanically reproduced, tampered with, illegible or incomplete are not eligible. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor. All Entries must include completed entry form. In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. By entering, all entrants warrant and represent that their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, rights of publicity/privacy. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

5. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. Winners in each category will be selected by Sponsor, in Sponsor's sole discretion, based on concept, innovative use of technology, execution and results. Categories are: Viral Promotion, SMS/MMS Mobile Marketing, Internet-based Trial Recruitment, Internet-based Loyalty Marketing, Promotional Website, New Media, Search Engine Marketing, Email Marketing. A Best Overall Winner will be selected among the category winners. Participants agree to be bound by these rules and the decision of the Sponsor, whose decisions are final. Winners will be notified via telephone and/or e-mail on or about April 2, 2007. Winners will be honored at the Awards Gala held at the Interactive Marketing Summit, April 30 to May 1, 2007. To obtain a list of winners, send a self-addressed, stamped envelope, after May 2, 2007, to PROMO, 2006 Interactive Marketing Awards, Attn: Maureen Van Kuren, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT, 06907-0242.
6. A statue (estimated retail value of less than \$200.00) will be awarded to each winner. Winners in each category will be featured in the May 2007 issue of PROMO.
7. All entries and requests become the property of Sponsor, and will not be acknowledged or returned. Sponsor will have the right to photograph the winner. Entry constitutes permission to use the winner's name, picture, likeness and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. All entries must be original, may not have won previous prizes and must not infringe on any third party rights. Submission of an entry constitutes entrant's consent to irrevocably assign to Sponsor any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsor and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
8. The potential winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release after prize notification. If the winner cannot be contacted within 30 calendar days of first notification attempt, if prize or prize notification is returned as undeliverable, if winner rejects his/her prize or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries.
9. By participating, entrants agree to release and hold harmless Sponsor, and its respective parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place or if prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.
10. The Sponsor of this Contest is Prism Business Media Inc., d/b/a PROMO Magazine, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT 06907-0242.