

The NEDA Channel Marketing Awards competition provides a unique opportunity to showcase your exceptional marketing efforts and earn well deserved recognition.

When the votes are tallied, will your company be a winner? Isn't it time your marketing efforts were recognized?

All entries are judged by business-to-business marketing professionals. Awards will be presented in Chicago at the NEDA Executive Conference on November 2.

## THE CRITERIA

Judging is conducted by a panel of experts in business-to-business marketing. They look for ads that have a high degree of visual interest and target the right audience.

Do your materials grab the interest of the reader? Are they easy to read and speak "person to person"? Do they give the customer both a *reason* to buy from you and information on *how* to buy? Is your Web promotion easily navigated?

Successful advertising reflects your company's character. You do a terrific job of marketing your company. Enter your best work today and grab some well deserved recognition!

## COMPANY CATEGORIES

To keep the contest fair, you will compete with other companies in the same size categories. On your entry form, indicate whether your firm is a distributor or manufacturer member and indicate company size:

- ↻ Small: Less than \$100 M
- ↻ Medium: \$100 M - \$1 B
- ↻ Large: Over \$1 B

## AWARD DESIGNATION

Gold Achievement Awards honor those submissions judged "meritorious" while Platinum Excellence Awards are for "exemplary" efforts.

Each submission requires a separate entry form. Enter as many categories as many times as you wish. Please do not send irreplaceable materials as they will not be returned. Cost per entry is \$45.

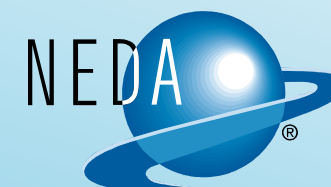
## Register to Attend the NEDA Executive Conference November 1-3, 2009 Chicago



The perfect combination of industry and economic news, strategic content, roundtable collaboration and networking.



**NATIONAL ELECTRONIC  
DISTRIBUTORS ASSOCIATION**  
1111 ALDERMAN DRIVE, SUITE 400  
ALPHARETTA, GA 30005  
PH: 678-393-9990  
FAX: 678-393-9998  
WWW.NEDASSOC.ORG



# NEDA CHANNEL MARKETING AWARDS 2009

Submit Entries By  
September 21

## ENTRY CATEGORIES

1. Image Advertising: Full Page
2. Image Advertising: Complete Campaign, 3 - 5 pieces
3. Co-Op Advertising: Full Page
4. Integrated Marketing: 3-5 pieces; complementary print, Web design, electronic communication, etc.
5. Corporate Newsletter: Print and/or electronic
6. Corporate Capability Brochure: submit pieces that do more than list available lines.
7. Web promotion: New site, application or redesign.
8. Industry Advocacy: Overall use of Industry Advocacy logo. Show how and where you use the logo.

## BEST OF SHOW

Judges will award a "Best of Show" designation to the company with the highest overall score.

## HOW TO ENTER

Please submit marketing efforts conducted between July 1, 2008 and June 30, 2009.

Entries must be received at NEDA by Monday, September 21, 2009 and will not be returned. Cost per entry is \$45.

Mount each entry on black art board, approximately 16" x 20" with a completed entry form attached to the back.

### IN ADDITION:

- ☞ Category 1 - 3: send an electronic file of the entry via email or cd.
- ☞ Category 5: if entering an electronic newsletter please provide a printout.
- ☞ Category 7: provide printout of electronic files and indicate URL on the entry form.
- ☞ Category 8: provide printouts of the places you use the advocacy logo.

## PAYMENT FORM

COST PER ENTRY IS \$45.00 - SUBMIT BY 9/21/09

	# OF ENTRIES	TOTAL COST
CATEGORY 1:	_____	\$_____
CATEGORY 2:	_____	\$_____
CATEGORY 3:	_____	\$_____
CATEGORY 4:	_____	\$_____
CATEGORY 5:	_____	\$_____
CATEGORY 6:	_____	\$_____
CATEGORY 7:	_____	\$_____
CATEGORY 8:	_____	\$_____
TOTAL AMOUNT DUE		\$_____

### PAYMENT INFORMATION

CHECK ENCLOSED - PLEASE MAKE PAYABLE TO NATIONAL ELECTRONIC DISTRIBUTORS ASSOC.

PLEASE CHARGE \$\_\_\_\_\_ TO MY:

VISA    MASTERCARD    AMERICAN EXPRESS

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVC NUMBER \_\_\_\_\_

AUTHORIZED SIGNATURE:

\_\_\_\_\_

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

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

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

PLEASE RETURN PAYMENT FORM TO:

**NATIONAL ELECTRONIC  
DISTRIBUTORS ASSOCIATION**

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## ENTRY FORM

Please copy this form and attach to the back of each entry.

Company Name: \_\_\_\_\_

Category Number : \_\_\_\_\_

Entry Title: \_\_\_\_\_

\_\_\_\_\_

Target Audience: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Information:

- Distributor     Manufacturer
- Small: Less than \$100 Million
- Medium: \$100 Million—\$1 Billion
- Large: Over \$1 Billion

SEND ENTRY FEE AND MATERIALS TO:

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FAX: 678-393-9998  
WWW.NEDASSOC.ORG

EMAIL APPROPRIATE ENTRIES TO:  
DCONYERS@NEDASSOC.ORG

ENTRIES MUST BE RECEIVED BY SEPTEMBER 21, 2009