

# **NEDA Channel Marketing Awards 2010**



Submit  
Entries By  
September 17

Since 2002 the NEDA Channel Marketing Awards competition has provided an opportunity to showcase our member's marketing efforts. Companies have vied year after year to earn well deserved recognition.

All entries are judged by business-to-business marketing professionals. Awards will be presented in Chicago at the NEDA Executive Conference during the luncheon on October 18.

## 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 the character of the company. Let the industry know that 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, companies 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.

**Awards Presented at the NEDA Executive  
Conference October 18, 2010**

# **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 just 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 entry with the highest score.



# How to Enter

Please submit marketing efforts conducted between July 1, 2009 and June 30, 2010. Entries must be received at NEDA by **Friday, September 17, 2010** 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, on a separate sheet of paper share information on the marketing results of the ad/newsletter/website.

## **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 9/17/10

**# of Entries**

**Total Cost**

Category 1:	_____	\$ _____
Category 2:	_____	\$ _____
Category 3:	_____	\$ _____
Category 4:	_____	\$ _____
Category 5:	_____	\$ _____
Category 6:	_____	\$ _____
Category 7:	_____	\$ _____
Category 8:	_____	\$ _____
<b>Total Amount Due</b>		<b>\$ _____</b>

## 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**

1111 Alderman Drive, Suite 400

Alpharetta, GA 30005

678-393-9990 FAX: 678-393-9998

www.nedassoc.org



# Entry Form

Please copy this form and attach to the back of each entry with any additional information you'd like us to know about the results of the ad/newsletter/website.

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:

#### National Electronic Distributors Association

1111 Alderman Drive, Suite 400

Alpharetta, GA 30005

PHONE: 678-393-9990 FAX: 678-393-9998

[www.nedassoc.org](http://www.nedassoc.org)

### Email appropriate entries to:

[dconyers@nedassoc.org](mailto:dconyers@nedassoc.org)

**Entries must be  
received by Friday,  
September 17th, 2010**

Register to Attend the  
**NEDA Executive Conference**  
October 17-19, 2010  
Chicago

**Competing For The Future —  
Are You Ready Today  
For Tomorrow?**



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](http://www.nedassoc.org)

