



2018 IMCA TaDa! Award *Show Off Your Creativity!*

ELIGIBILITY REQUIREMENTS

2018 Insurance Marketing & Communications Association (IMCA) Showcase Award entries that are selected as a winning entry for an Award of Excellence or Best of Show Award are eligible to win the TaDa! Award (Tabletop At-conference Display Award).

The TaDa! Award winner will be selected from the entries on display at the 2018 IMCA Annual Conference which will take place June 24-26, 2018, at the W Atlanta - Midtown in Atlanta, GA.

Any Award of Excellence or Best of Show Award winners that do not produce a display for the Annual Conference will not be eligible for a TaDa! Award.

DISPLAY DETAILS & GUIDELINES

IMCA encourages creative displays! Each candidate will have an open display space to fill as they wish using any medium.

The display area will be on a table top covered with a black drape. The table space designated to each candidate will be 24 inches wide and 30 inches long. IMCA will not provide any power to your display space – however, battery operated electronics are allowed.

For each entry, the following rules must be met:

1. The display must fit within the designated 24" x 30" table top area. It cannot drape off of the table, exceed the previously stated dimensions or exceed a height of 30 inches from the table top.
2. Any display that includes sound must provide headphones so that the sound cannot be heard when attendees are viewing other displays.
3. Any display that includes movement or flashing lights must be able to be turned off as it could be distracting during the speaker sessions. IMCA is not responsible for turning on and off displays.
4. Information presented in your display must be identical to the files submitted for judging of your Showcase Award. If an entry includes items not part of or different from the original entry that was submitted for judging, the entry will not be displayed and will not be eligible for the TaDa! Award.
5. All entries must display the following information clearly for voting attendees:
 - a. Entry number
 - b. Category name
 - c. Entry name

IMCA reserves the right to remove any displays from the Annual Conference that do not adhere to the above rules and deem the display ineligible for TaDa! Award voting.

Please contact IMCA with any unique ideas to ensure approval prior to the Annual Conference.

ADDITIONAL DETAILS:

- The displays will be located in the main session room.
- IMCA is not responsible for any lost or stolen display pieces. You will be responsible for removing any valuables from your display during non-conference hours.
- IMCA will not provide storage space for display pieces if candidates wish to remove parts during the conference for overnight storage. Nor will IMCA provide any storage space for any packing or shipping materials.
- Displays must be set up and removed by a representative of the winning entry – IMCA is not responsible for creating displays.
- Any displays that are not removed by a representative of the candidate by 1:15 p.m. on Tuesday, June 26, 2018, **will be discarded.**
- Display candidates are responsible for shipping their display components to and from the Annual Conference – IMCA is not responsible for shipping any displays.
 - Shipments sent directly to the W Atlanta - Midtown hotel may be subject to a shipping/receiving fee from the hotel.
- **If a representative from a TaDa! Award candidate will not be in attendance at the Annual Conference, please contact the IMCA office for display instructions.**

VOTING

Onsite during the Annual Conference all registered attendees can cast one vote for their favorite display. Votes will be cast by paper ballot available at the time of registration. The TaDa! ballot box will be located at the registration table.

Voting ends at noon on Tuesday, June 26, 2018.

TaDa! AWARD ANNOUNCEMENT

The TaDa! Award will be the first award handed out at the 2018 IMCA Showcase Gala! The event starts at 6 p.m. Tuesday, June 26 at the W Atlanta - Midtown in Atlanta, GA.