



# 2018 IMCA Showcase Awards *Entry Form Sample*

The price of your entry will be based on the date you complete it:

March 9 – Overachievers: \$100 (members) / \$250 (non-members)

March 23 – Procrastinators: \$125 (members) / \$275 (non-members)

March 30 – OMG! Complete your entry now before it's too late!: \$150 (members) / \$300 (non-members)

Contact the IMCA management office for additional details at [info@imcanet.com](mailto:info@imcanet.com) or (952) 928-4644.

**SAVE TIME!** Make sure your Open Water account profile is complete to so that your name, address, phone number, and email auto-fill below.

Membership status:

- Member
- Non-Member

First name:

Last name:

Primary address (Street Address, City, State/Province, Zip, Country):

Phone number:

Email:

Name of company featured in entry (i.e., ABC Insurance):

Name of company submitting entry (i.e., XYZ Advertising):

Company name as you would like it to appear on your award:

SAMMY and TaDa! Awards:

Anyone who wins either a Best of Show or Award of Excellence will automatically qualify to be in the running for a [SAMMY Award](#).

In 2018, SAMMY Awards will be voted on by registered Annual Conference attendees using an online voting platform. SAMMY Award qualifiers will also be given a blank space at the Annual Conference in which you can create a display of your choosing. A special award - the TaDa! Award - will be given to the organization voted to have the best display onsite at the Annual Conference.

Contact the IMCA management office for additional details at [info@imcanet.com](mailto:info@imcanet.com) or (952) 928-4644.

I understand

## Entry Information

Entry name - As you would like it to appear on your award (e.g., "2018 Be Safe Campaign")

Entry Category - *Drop down menu*

All or Part of This Submission Will Also Be Entered In (an) Additional Category(ies)

- Yes
- No

If yes, please indicate which category(ies):

Company description - Briefly describe your organization (e.g., Regional P&C carrier, using independent agency distribution system)

Background - Why was the communication created?

Target audience - (e.g., independent agents, captive agents, existing policyholders, potential new customers, all stake holders, shareholders)

Objective - What was the intended outcome/strategy and measurable success criteria?

Results - Describe the results and what you measured and relate it back to your measurable success criteria.

Do you need additional space to provide more information?

- Yes
- No

## File Uploads

Please upload files of only the following types:

- doc/docx
- xl/xlsx
- pdf
- gif
- jpg
- png
- mp3
- mp4
- mov
- wav

EPS, Illustrator, or Photoshop files **will not** be accepted.

We realize some companies prevent file uploads due to security settings. If you have any problems or questions with uploading files, please email [info@imcanet.com](mailto:info@imcanet.com) or call (952) 928-4644.

When you choose your file format, please make the entry is as easy as possible for the judges to see and read in depth. For example, if you include one image that shows an entire project, also include individual images of each separate piece so the copy can be read.

File password - Please provide password information for any protected files

*Fields to upload up to 5 files*

Do you have additional uploads?

- Yes
- No

*5 more fields appear at a time till there are 20 fields*

Option URLs - Please make sure any links are live through June 27, 2018, to ensure our judges can access them.

URL password - Please provide password information for any protected files

*Fields to upload up to 5 URLs*

Do you have additional URL's?

- Yes
- No

*5 more fields appear at a time till there are 15 fields*