

Step 1 Read the detailed entry category descriptions and submittal instructions online at www.smps.org/mca. SMPS Use Only:
_____ Entry Number
_____ Processed

Step 2 Complete one entry form listing all your submissions in all categories from one team. Include two copies of this form with each entry. If multiple teams enter from the same firm, please complete one entry form per team. Please print or type entry form.

Name of Firm _____

Entered By _____ Member Number _____

Address _____

City, State, ZIP _____ Country _____

Phone _____ E-mail _____

Entry Categories

- | | | | |
|-----------------------|------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1. Advertising | 7. Direct-Mail Campaign* | 13. Newsletter – Internal* | 19. Tradeshow Marketing |
| 2. Annual Report* | 8. Feature Writing | 14. Promotional Campaign | 20. Video |
| 3. Book/Monograph | 9. Internal Communication | 15. Recruitment & Retention Campaign | 21. Web Site |
| 4. eBook | 10. Magazine* | 16. Social Media | |
| 5. Brochure* | 11. Media Relations Campaign | 17. Special Event (includes Holiday Piece)* | *Print and digital entries within this category will be judged, and may be awarded, separately. |
| 6. Corporate Identity | 12. Newsletter – External* | 18. Specific Project Marketing* | |

Step 3 Review the entry fee chart below. The enclosed payment covers the following entries:

	Early-Bird Entry Fee (Postmarked by 3/1)	Final Entry Fee (Postmarked after 3/1, delivered by 3/15)
SMPS Member	\$270 first entry, \$170 per additional entry	\$320 first entry, \$220 per additional entry
Nonmember	\$335 first entry, \$235 per additional entry	\$385 first entry, \$285 per additional entry

Category #	Description of Entry	Entry Fee*
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

Total Number of Entries _____ Total Fee \$ _____

Check enclosed (payable to SMPS, 123 N. Pitt St., Suite 400, Alexandria, VA 22314)

VISA MasterCard AMEX

Card # _____ Exp. Date _____

Name As It Appears on Card _____ Signature Required _____

*If postmarked after March 1, please pay late entry fee as designated in entry fee chart (www.smps.org/mca). Entries received after March 15 will be disqualified.

Step 4 Send entries to:

SMPS MCA Entry
123 N. Pitt Street, Suite 400
Alexandria, VA 22314
800.292.7677

EARLY-BIRD DEADLINE: March 1, 2012

Questions? Contact SMPS National at 800.292.7677, x231, or awards@smps.org.
For more information and to download a copy of this form, visit www.smps.org/mca.