

# 5 Reasons to Enter the 2023 MCA Competition

By Molly Dall'Erta

If you're wondering how December crept up on you, it happened to me, too. Where did fall go? Those blink-and-you-miss-it moments seem to be multiplying by the day. Except, there's a silver lining in the passage of time. I look forward to December because that's when we announce the Marketing Communications Awards (MCAs) Call for Entries. Our awards program has been around for 46 years, but that doesn't mean there's nothing new or exciting!

There are many reasons to enter the MCAs, open now through March 20, 2023, and here are a few that stand out:

## 1 New discount offer for Minority Business Enterprise (MBE) firms

MBE-certified businesses (MBE, WBE/WOSB, DBE, EDBe, VOSB, SDVOSB) will receive a 10% discount on their entry fees. For details, visit: [smps.org/mcaentry](https://smps.org/mcaentry).

## 2 New pro bono category added

Perfect for firms that created marketing materials pro bono for a 501(c)(3) nonprofit organization. After a paid entry is submitted by a firm, they can submit one complimentary entry in the pro bono category. One pro bono entry per firm.

## 3 New first-timer discount

For firms that have never entered the SMPS MCA program, we offer a 10% discount on their entry fees. For details, visit: [smps.org/mcaentry](https://smps.org/mcaentry).



## 2023 SMPS Marketing Communications Awards (MCA) Program

Call for Entries Opens:  
**December 15, 2022**

Early discount deadline:  
**February 15, 2023**

Final Deadline: **March 20, 2023**

Entry portal link:  
[smps.org/mcaentry](https://smps.org/mcaentry)

MCA page on smps.org:  
[smps.org/mca](https://smps.org/mca)



Scan here to interact with the 2022 winning entries at the *Marketer MCA* gallery!

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### New editable submission process

For the first time in the program's history, you'll be able to modify or edit your MCA entry until the final entry deadline of March 20, 2023. This allows you to grab the early discount if you enter by the early-discount deadline of February 15, 2023. For more details, visit the MCA Entry Portal.

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### New Award of Excellence gallery

Check out our Award of Excellence winners featured in the *Marketer* MCA Gallery. Take an in-depth look at our 2022 MCA Awards program and this year's recipients of the coveted M Award.



### Need a hand?

Join us for a complimentary MCA webinar, which takes place on January 12, 2023, at 1 p.m. ET. During our 30-minute webinar, you'll discover what's new for the MCA 2023 competition and category updates and get an inside scoop on the application and what jurors are looking for when judging. Register at [smps.org/mca](https://smps.org/mca).

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### Don't miss out on the savings!

Not an MBE or first-timer? Then take advantage of the other savings by entering early to get \$75 off each entry. We also have a multiple-entry discount of \$100 off each additional entry after the first one. Learn more details on fees and discount offers at the MCA Entry Portal.



## Call for 2023 MCA Jurors

The MCA recognizes the best in marketing communications in the A/E/C industries. Each year, the program recruits hundreds of jurors who bring vast industry knowledge and expertise to the program's evaluation process. Judging offers jurors insight into best practices in marketing communication and industry trends. This experience can generate new ideas for your own firm, and it's a great opportunity to support SMPS, the profession, and industries by contributing your time and expertise.

We're seeking professionals who can identify exceptional and innovative work, outstanding and impactful design, and overall effective marketing. You can submit entries and judge; however, you will not be permitted to evaluate a category your firm has entered. The MCA Call for Jurors will open in January 2023. For details, visit [smps.org/mcaentry](https://smps.org/mcaentry).

Have a question about which category to enter or what type of images to submit? Contact SMPS Director of Member Recognition and Programs, Molly Dall'Erta, at [molly@smps.org](mailto:molly@smps.org) or call 703.684.2270 to schedule a consultation.



MOLLY DALL'ERTA is director, member recognition and programs with SMPS HQ. Contact her at 703.684.2270 or [molly@smps.org](mailto:molly@smps.org).