



# Michigan Association of Fairs & Exhibitions

PO Box 127  
Munger MI 48747-0127

989.450.5942  
Fax: 989.659.2911  
E-mail: mifairs@yahoo.com

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

## 2011 Michigan Association of Fairs & Exhibitions 14<sup>th</sup> ANNUAL COMMUNICATIONS AWARDS

### ASSOCIATES OFFICIAL ENTRY FORM

PLEASE MAIL A COPY OF YOUR COMPLETED ENTRY FORM AND ALL ENTRY MATERIALS TO:

**CAROL A. BRITTEN**  
**230 WAGER, MANCHESTER MICHIGAN 48158**  
734.428.8474 or 734.428.8589

ENTRIES MUST BE RECEIVED BY **NOVEMBER 15, 2011**

**PLEASE TYPE OR PRINT CLEARLY**

ASSOCIATE MEMBER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL: \_\_\_\_\_

#### CATEGORY (IES) ENTERED (PLEASE CHECK)

- ( ) 1. BUSINESS CARD – BLACK & WHITE or COLOR  
( ) 2. BUSINESS BROCHURE – BLACK & WHITE or COLOR

SUBMITTED BY \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ DATE MAILED \_\_\_\_\_

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# Michigan Association of Fairs & Exhibitions

## 2011 ASSOCIATES COMMUNICATIONS AWARDS GUIDELINES

The COMMUNICATIONS AWARDS consist of competition in TWO (2) categories among the Associate Members. A Plaque, one for each category will be awarded to the winners. If the number of entries warrant, the entries could be divided into sections according to different businesses. Entries DO NOT need to be mounted, although, the entries will be mounted for judging.

**PURPOSE:** The purpose of this competition is to improve the advertising and publicity programs and to provide recognition for those Associates doing an outstanding job.

**CATEGORIES:** (Two Categories)

1. BUSINESS CARD – BLACK & WHITE or COLOR
2. BUSINESS BROCHURE – BLACK & WHITE or COLOR

**PROCEDURES:** The Associates entering the contest must complete the official entry form. Please send this entry form, with entries to:

**CAROL A. BRITTEN**  
**230 WAGER ST, MANCHESTER, MICHIGAN 48158**  
734.428.8474 or 734.428.8589

ENTRIES AND ENTRY FORMS MUST BE RECEIVED BY **NOVEMBER 15, 2011.**

**JUDGING:** Judging will take place prior to the 2012 M.A.F.E. Annual Convention. Entries will be judged according to the following criteria:

- Is the advertising MOTIVATIONAL
- Is the advertising INFORMATIVE
- Is the advertising INDICATIVE OF CREATIVE EXCELLENCE
- Is the advertising APPROPRIATE TO THE BUSINESS.

**CATEGORIES, LIMITS AND RULES:**

PLEASE NOTE EACH CATEGORY'S ENTRY LIMITS LISTED IN ITS RULES.

**1. BUSINESS CARD – BLACK & WHITE or COLOR**

The entry must be a business card approximately 2" x 3" in size intended for distribution with information about the business.

**2. BUSINESS BROCHURE – BLACK & WHITE or COLOR**

The entry must be a single sheet with any number of folds intended for distribution to the general public, free of charge.