



**Have you created an interactive campaign—for the Web, via mobile phones, or other new tech platforms—that drove consumers to respond?**

**YES? Then this award program is your ticket to the fame and recognition you deserve!**

Check out the categories below, then enter your work. You may end up on stage at the Awards Gala, to be held at the Interactive Promotion Summit at Caesar's Palace in Las Vegas, March 27, 2006 AND featured in the April 2006 issue of PROMO Magazine.

**ENTRY DEADLINE: JANUARY 31, 2006**

**Who may enter?** This competition is open to promotion, advertising, direct marketing and p.r. agencies, consultancies, in-house agencies and internal corporate marketing departments. Eligible campaigns **must have ended** in the 12 months immediately prior to December 31, 2005 (start date is not a criteria).

**How are entries judged?** An independent panel of marketing professionals with expertise in interactive marketing is recruited by the editorial staff of PROMO. Those judges will evaluate each entry for that campaign's strengths in:

- **Concept**, including relevance to the target audience
- **Innovative use of technology**
- **Execution**
- **Results**, which must be quantifiable presented for full scoring potential

A **Best Overall** award will be selected by the judges from among the category winners.

**Notification of winners** Teams responsible for the winning campaigns in each category will be notified by March 1, 2006, and their work will be honored during the Awards Gala held during the Interactive Promotion Summit, March 27, 2006, at Caesar's Palace in Las Vegas. (For more information on the Interactive Promotion Summit, visit [www.promotionsummit.com](http://www.promotionsummit.com).) The winning campaigns will then be showcased in the April 2006 issue of PROMO.

**OFFICIAL ENTRY FORM**

Person submitting entry \_\_\_\_\_

Name of company submitting entry \_\_\_\_\_

Company address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email address \_\_\_\_\_

Category (descriptions on page 2) \_\_\_\_\_

Name of campaign \_\_\_\_\_

Dates promotion ran FROM \_\_\_\_\_ TO \_\_\_\_\_

Client Company (if agency submitting) \_\_\_\_\_

Contact at client company \_\_\_\_\_

Phone # of client contact \_\_\_\_\_ E-mail of client contact \_\_\_\_\_

Names of persons involved in campaign on client and/or agency side (please specify title):

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_  Check # \_\_\_\_\_  MasterCard  Visa  AMEX

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



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## THE CATEGORIES

- 1.) Best Viral Promotion** For campaigns that incorporated friend-to-friend components to build reach, create brand ambassadors and drive sales.
- 2.) Best Use of SMS/MMS Mobile Marketing** For campaigns that engaged consumers via short message service or multimedia message service technologies, to build brand engagement and drive sales.
- 3.) Best Use of Internet-based Trial Recruitment** For campaigns (such as digital sampling or coupon programs) that used the Web to engage consumers with a product or company for the first time.
- 4.) Best Use of Internet-based Loyalty Marketing** For campaigns that used Web-based programs to engage employees or consumers and build their affinity for a company or brand product over time.
- 5.) Best Promotional Web Site (B2C)** For either interim or long-standing Internet sites that supported an overarching integrated consumer-targeted promotional campaign.
- 6.) Best Promotional Web Site (B2B)** For either interim or long-standing Internet sites that supported an overarching integrated program targeting employees, sales reps or distributors.
- 7.) Best Use of Podcasting/Blogs/RSS** For programs that have built brand engagement and drive consumer behavior while leveraging content developed to serve specific communities of interest.
- 8.) Best Use of Search Engine Marketing** For programs that leveraged SEM to drive brand promotion.
- 9.) Best Use of E-mail Marketing** For programs that used electronic direct marketing to drive brand promotion.
- 10.) Best Campaign Conducted Outside the U.S.** For programs across various technology platforms that promoted brands and engaged consumers in non-American markets.

## PREPARING YOUR ENTRY

### Each entry must include the following:

- 1.) This entry form in either print or digital format, completed on all pages
- 2.) A digital campaign write-up that includes (**please provide ALL material on two duplicate CDs**):
  - An overview of the marketing situation
  - Campaign objectives (i.e., trial, market share, incremental sales growth, etc.)
  - Campaign graphics, including Key Elements—must be submitted in a digital format (PDF, JPG or GIF)
  - Campaign or program results, provided in quantifiable terms as compared to program goalsPlease limit total campaign write-up to **400 words**.
- 3.) A check (payable to “PROMO Interactive Marketing Awards”) or credit card information authorizing payment of the entry fee(s) as follows:
  - Each campaign entry: \$200
  - Each campaign entry received after January 31, 2006 must incur a \$35 late fee.

## 2006 INTERACTIVE MARKETING AWARDS RULES

1. Prism Business Media, Inc. d/b/a PROMO ("Sponsor") is offering the Interactive Marketing Awards contest ("Contest"). **CONTEST VOID WHERE PROHIBITED**
2. **ENTRY FEES: \$200 per each entry if postmarked on or before January 31, 2006; \$235 per each entry if postmarked between January 31, 2006 and February 7, 2006. No entries accepted if postmarked after February 7, 2006.** Entry fees are not required for entries submitted by residents of Arizona, Maryland and Vermont.
3. Contest will be open to males and females ages 21 and older as of December 1, 2006 who are legal residents of the fifty (50) United States and the District of Columbia. Employees of Sponsor, and Sponsor's parents, subsidiaries, affiliates, advertising and promotion agencies and the family members of such employees (defined as parents, spouse, children, siblings, grandparents) and all those with whom such employees are domiciled, are not eligible to enter.
4. Enter by filling out an official entry form available at [www.promomagazine.com](http://www.promomagazine.com) and providing the requested information about your interactive marketing campaign indicated on the entry form. The entry form must be submitted along with a digital campaign write-up on 2 duplicate CDs containing: 1) An overview of the marketing situation, 2) Campaign objectives, 3) Campaign graphics, 4) Campaign or program results. Program(s) must have ended in the 12 months prior to December 31, 2005 (start date is not a criteria). All entries must be postmarked no later than February 7, 2006.
5. Send your entry along with the applicable entry fee to 2006 Interactive Marketing Awards, Attn: Kathleen Joyce, Editor of PROMO, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT, 06907-0242. Multiple entries are permitted. Entrants must pay separate entry fee for each entry, and must fill out an official entry form for each entry. Sponsors shall not be responsible for lost, late, mutilated or misdirected entries. Entry forms or requests that are printed by machine, mechanically reproduced, tampered with, illegible or incomplete are not eligible.
6. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. Winners in each category will be selected by Sponsor, in Sponsor's sole discretion, based on concept, innovative use of technology, execution and results. Categories are: Best Viral Promotion, Best Use of SMS/MMS Mobile Marketing, Best Use of Internet-based Trial Recruitment, Best Use of Internet-based Loyalty Marketing, Best Promotional Web Site (B2C), Best Promotional Web Site (B2B), Best Use of Podcasting/Blogs/RSS, Best Use of Search Engine Marketing, Best Use of e-Mail Marketing, Best Campaign Conducted Outside the U.S. Participants agree to be bound by these rules and the decision of the Sponsor, whose decisions are final. Winners will be notified via telephone and/or e-mail on or about March 1, 2006. Winners will be honored at the Awards Gala held at the Interactive Promotion Summit, March 27, 2006. To obtain a list of winners, send a self-addressed, stamped envelope, after March 27, 2006 to PROMO, 2006 Interactive Marketing Awards, Attn: Kathleen Joyce, Editor of PROMO, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT, 06907-0242.
7. A statue (estimated retail value of less than \$150.00) will be awarded to each winner. Winners in each category will be featured in the April 2006 issue of PROMO.
8. All entries and requests become the property of Sponsor, and will not be acknowledged or returned. Sponsor will have the right to photograph the winner. Entry constitutes permission to use the winner's name, picture, likeness and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. All entries must be original, may not have won previous prizes and must not infringe on any third party rights. Submission of an entry constitutes entrant's consent to irrevocably assign to Sponsor any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsor and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
9. All entrants release Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, and agents, and all others associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this contest.
10. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
11. The Sponsor of this Contest is Prism Business Media, Inc., d/b/a PROMO Magazine, 11 River Bend Drive South, (if sending via USPS, add PO Box 4242), Stamford, CT 06907-0242.