

Philadelphia AMA 2009 Marketer of the Year Awards Application Guidelines and Submission Form

Please review the following application guidelines then complete the submission form. All applicants must fill out an application form in its entirety as it pertains to your category(s) and email it to info@seamlesseventsinc.com no later than April 3, 2009.

Application Guidelines

- Your program must have LAUNCHED during the dates of January 1, 2008 to December 31, 2008.
- You must complete the [Application Form](#)
- Provide high resolution files of all logos
- Answer the application questions for your category/s and submit via email any supporting materials.
 - Supporting Materials will only be accepted via email as a PDF; no additional snail mail items will be accepted. The email should be sent no later than **April 3, 2009**.
- Each submission must have a separate [Application Form](#) per award category

**Please do not include any agency(s) identification anywhere in your write up. The judges do not see the agency name so the results are fair and objective.*

Questions to answer per category you are applying for:

Award Category: Marketer of the Year

1. Who is the person or company/organization that you are submitting for consideration?
2. What is your relationship with this person or entity?
3. Why do you believe this person or entity is a role model for education, vision, leadership and decision making through their exceptional performance and outstanding accomplishments in the field of marketing particularly as it relates to the Greater Philadelphia Corporate Community?

Award Category: Branding Corporate ID, New Product/Service Launch, Small Budget, Interactive

1. Who/what was the client/brand?
2. What were the client's primary objectives for this campaign?
3. Who was the target audience?
4. What was the solution to the client's marketing objectives?
5. Describe the experience through the eyes of the target. Any other important factors that were meaningful to the success of the program? What was unique? What was wild and new? What technology was leveraged?
6. How did the program perform? What were the results? Please quantify and be as specific as possible. Entries without qualified evidence will be penalized.
7. *Small Budget Category must include budget amount.*

Questions? Contact Seamless Events at 484-461-1067 or info@seamlesseventsinc.com.

Philadelphia AMA 2009 Marketer of the Year Awards Application Form

Award Category

- Individual Marketer of the Year
- Corporate Marketer of the Year
- Branding Corporate ID
- New Product/Service Launch
- Small Budget
- Interactive
- Extreme Makeover (TBD)

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Other suppliers, contributors to be noted: _____

- Check here to confirm you enclosed a high resolution file of your company's, your client's, and other contributing companies' logos.
- Check here if you are a PAMA or AMA member.
- Check here if you and your team will be attending the event.

*Please note: If you are submitting for more than one category – please complete another application form.

11x17 Summary Sheet Displays

- Yes, I have enclosed my board for display the event.
- Yes, I would like to send a board to display at the event but will send at a later time. The event management team can follow-up with me for additional instructions