Advertising Contest Rules & Entry Form

SCAA AUCTIONEER

Contestants must be SCAA Members in good standing

Only one entry from 2023 may be submitted for each category. Entries must include the SCAA logo or the words "Member, South Carolina Auctioneers Association"

Three (3) copies of each Print Category entry must accompany the entry form. Web Page Category entries must include the specific web address, and it will be viewed after the deadline entry.

All entries must be postmarked on or before February 25th, the deadline.

1. Auction of the Year
Submissions to this category should include everything used for one particular auction
 (i.e. proposal, advertisements and summary, etc.)

2. Print Categories

a. Commercial, Industrial and Farm Liquidation
Includes heavy equipment, industrial machinery, business liquidations, farm machinery and livestock.

b. Real Estate
Includes residential, commercial, industrial, acreage

c. Antiques and Estates
Includes gallery auctions, onsite estates and dealer liquidations.

d. Periodical
Includes any retail display advertising in newspapers, magazines, etc.

e. Institutional and Stationary
Includes auction firm promotions, auction catalogs, and auction buyers' guides, letterhead, envelopes and business cards.

3. Electronic Category

a. Web Page
Includes company websites, individual auction landing pages, and internet auctions

b. Social Media and Online Advertising
Includes any online banner advertising, emails, and social media, such as Facebook, Twitter, and Instagram.

Category Entering:
Electronic Categories Instructions Please write in URL below and email link to: rafe@jrdixonauctions.com

Winners will be announced at the 2024 SCAA Convention in Hilton Head Island, SC - Monday night, February 26, 2024.

SCAA Advertising Contest Entry Form

Contact:		Company Name:	
Address			
City:	State:		Zip:
Email:		Years of work	

Mail one (1) form for each entry along with three (3) copies of your advertising to:

John Slaughter
SCAA Ad Contest
3175 Walnut Grove Rd
Roebuck, SC 29376