

2010 GUIDELINES

Eligibility

Any advertising or public relations concept designed and marketed, or publication issued, since Aug. 1, 2009, is eligible (see entry form for categories). The competition is open only to the headquarters of ASA active members. Members that own more than one staffing company may submit entries for each company marketed under a separate name that has its own marketing budget and program.

Entries

1. Each entry must be accompanied by a marketing statement, printed on company letterhead, that includes the following information:

- Target audience
- Objectives
- Action plans
- Entry description (30 words or less) suitable for reprint in ASA materials

A copy of the marketing statement, which may be used in ASA publications, should be submitted via e-mail to relkhatib@americanstaffing.net.

2. The marketing statement should be mounted on the front of a BLACK foam core display board (20 x 30 inches), and a category label should be mounted on the back. All materials that make up the entry should be firmly affixed to the display board. Each entry is limited to two display boards, except radio/TV advertising, Web site advertising, social media, company Web site, and company blog entries, which are limited to one display board.

3. Digital photos or scans of entry materials must be submitted to relkhatib@americanstaffing.net. These items may be used in ASA publications.

4. A company may submit one entry per category. The same entry may be submitted in multiple categories, if appropriate, but each category must have its own marketing statement and display board for judging.

5. Entries for Web site advertising, social media, company Web site, and company blog will be judged online. Screen shots and graphics must be mounted for display purposes.

6. Storyboards for multimedia and TV entries, and scripts for radio entries, must be mounted for display purposes.

7. For TV submissions, entries should be in standard DVD format and should have the company name and approximate running time clearly labeled. Radio entries should be submitted in an audio CD format.

8. ASA reserves the right to not display any oversized, heavy, or bulky entries.

9. All entries become property of ASA and will not be returned.

Deadline

All entries must be received (with payment) by Aug. 2.

Judging

Specialists in the fields of graphic arts, media, advertising, or public relations will judge the entries on the basis of general appeal and overall quality; content and message; originality of approach; and statement of target audience, objectives, and results.

Special consideration will be given to entries that include ASA member logos.

The judges may transfer an entry from the category in which it was entered to a more appropriate category.

Judges may also elect not to issue awards if no entry in an individual category merits recognition, or if no entry in a class division qualifies for a top honor award.

Awards and Recognition

Judges will award winning entries in individual classes and categories with rankings of excellence (equivalent to an A+ grading) and merit (equivalent to a B+ grading).

The top three awards in the overall competition are the Communications, Best of Show, and Judges' awards.

The Communications Award honors the best campaign that advances the overall image of the industry. The award is presented to one company in each class.

The Best of Show Award honors the best single entry, regardless of category, in the competition. The award is presented to one company in each class.

The Judges' Award is conferred at the discretion of the panel to recognize exceptional achievement.

Questions?

Contact Reem El-Khatib, public relations coordinator, at 703-253-2047 or relkhatib@americanstaffing.net.

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**ASA STAFFING
VOICE
AWARDS**

2010 ENTRY FORM

Categories

Check one per entry.

- Direct mail**
Single piece or unified campaign.
- Print advertising**
Newspaper, yellow pages, or magazine advertising. Single ad or unified campaign.
- Radio/TV advertising**
Single ad or unified campaign.
- Web site advertising**
Banner ads, pop-ups, or other Web site advertising.
- Specialty advertising**
Novelties, giveaways, apparel, etc. Multiple items accepted.
- Other advertising**
Billboards, posters, trade shows, and other types of advertising not covered by the other categories. Submit only one project.
- Social media**
Pages on social media sites, such as LinkedIn, Facebook, BrightFuse, etc.
- Company Web site**
Entries will be judged online.
- Multimedia**
Training videos, slide shows, recordings, podcasts, Webcasts, Web and viral videos, etc.
- Company newsletter**
Submit only one newsletter.
- Company publication**
Magazines, directories, training materials, annual reports, etc. Submit only one publication.
- Company blog**
Submit only one blog.
- Company identification**
Programs or campaigns that create or improve awareness of the company's name, logo, trademark, or corporate image.
- Promotion of ASA membership**
ASA graphics, Code of Ethics and Good Practices, Staffing Facts and Staffing FAQs sheets.
- Media relations program**
Activity involving the news media to enhance a company's or the industry's public image.
- Public service**
Educational or community events intended to enhance a company's or the industry's public image, including any involvement with charitable or nonprofit organizations, internships, scholarships, seminars, workshops, contests, etc.

Entry deadline: Aug. 2

Company Information

Company name _____
Award(s) will list your company name exactly as shown here.

Contact _____

Address _____

City, state, ZIP _____

Phone _____ Fax _____

E-mail _____

Class

Check one.

- National staffing firm *(regularly and substantially provides staffing and other employment related services in a majority of states)*
- Independent staffing firm (number of offices: _____)

Number of entries _____ x \$75 = \$ _____

- Check enclosed**
payable to American Staffing Association

Check number _____

Charge my

- American Express MasterCard Visa

Card number _____

Exp. date _____

Security code _____

Name on card _____

Signature _____

Entry materials—including payment and display board(s)—should be sent to

ASA Staffing VOICE Awards

American Staffing Association
277 S. Washington St., Suite 200
Alexandria, VA 22314-3675