

**Deadline** Friday, February 22, 2019 - Completed applications with samples must be **received** at DMAW Headquarters, 11709 Bowman Green Drive, Reston, VA 20190. Sorry, no extensions!

**Fees** DMAW Members \$125 per entry  
NonMembers \$175 per entry  
Nonprofit (Member/Nonmember) \$ 95 per entry

**Check Application Form for special pricing if submitting more than 5 entries!**

### Winners

Each winner receives one engraved plaque and up to 3 certificates for team members. Additional plaques and/or certificates may be ordered. Winners will be recognized and presented with their plaques at the **Annual MAXI Awards Ceremony** to be held **Wednesday, July 10, 2019, at the Gaylord National Hotel & Conference Center.**

### Eligibility

- 1. Eligibility Period.** November 2017 through December 2018.
- 2. Eligibility.** Each package may be submitted for one category, unless there are substantive changes to the package. An entry that won in a particular category in 2018 may not be resubmitted in the same category in 2019. The exception is the Workhorse category.
- 3. Measurability Standards.** All entries must solicit and report trackable, measurable responses to a promotion. The majority of your score will be based on your Campaign Results.
- 4. Completeness. COMPLETE CAMPAIGN RESULTS MUST BE SUBMITTED!** Claiming proprietary information of results or otherwise incomplete will cause entries to be disqualified.
- 5. Anonymous. Mask out letterhead, labels, and all marks that could serve to identify the individual creators** (e.g., agency/consultant) of an entry before submission. **FAILURE TO MASK OUT** such information **WILL DISQUALIFY** your entry.
- 6. MAXI Ethics Guidelines** - Please be sure to review our ethics guidelines which are part of our rules.

### How To Submit

Go to [www.dmaw.org/maxi](http://www.dmaw.org/maxi) download the entry forms and follow the instructions:

- 1. Complete one Application Form for each MAXI entry.**
- Complete **Entry Form (Total Cost** on entry form - should include **ALL** direct expenses including creative, production, postage, letter-shop, placement, premiums, consulting, etc.)
- Each completed submission should consist** of the following:
  - One Application Form
  - 3 samples (See Sample information on right.)
  - One **Entry Form attached to each sample**

**Clip materials together. DO NOT STAPLE!**

- 4. Submit the completed package with payment** to DMAW. Photocopies of the Application and Entry Forms are acceptable.
- 5. Payment information** for multiple packages may be provided on one Application Form and cross-referenced on additional Application Forms. **See Application form for special pricing for 5 entries!**

**Need help completing forms? Register for the: MAXI Webinar - Wednesday, Feb. 6 - 12n - 1pm**  
Details and to register - [www.dmaw.org/maxi](http://www.dmaw.org/maxi)

### Selecting Your ENTRY FORM:

Select an entry from one of the SIX (6) entry forms below:

- Direct Mail Campaign (noncommercial & commercial)**
- Multi-Channel Campaigns(MORE than one channel)**
- Digital Media Campaigns (ONE digital channel)**
- Telemarketing**
- DRTV or DR Radio**
- Workhorse:** A control or other **DIRECT MAIL or EMAIL** package used for several years. A Workhorse must include reported results and samples for 2016, 2017, and 2018. Previously submitted packages are eligible under Workhorse.

Item	Samples Required
Direct Mail	3 complete packages as mailed
Websites-Email-Social media-Mobile-Gaming, etc.	3 hard copies of screen shot or art for all emails and landing pages, including full email envelope - to, from, date/time, subject. Any part of the entry that does not translate to paper provide on a USB flash drive.
Print/Space Ad	3 Tear sheets or repros. Mark clearly whether magazine or newspaper ad, give publication dates for split run, state how split was executed.
Telemarketing	3 copies of script, fulfillment materials and caller training materials
DRTV/Radio	3 USB flash drives or DVDs with 3 copies of script
Multi-Channel	3 Complete samples from each medium used, based on above descriptions.
Digital Media	3 appropriate samples, such as screen shots, thumb drive or DVD of campaign.

### Important points to know and remember:

- The **majority of your score will be based on your Campaign Results. So be sure your math is accurate.**
- Entries are subject to audit.
- All decisions are final.
- All submitted materials become the property of DMAW and will not be returned.
- By entering, you give permission for DMAW to use your project or campaign in association with MAXI publicity and program materials and their approved media.



## **MAXI Awards Ethics Guidelines**

The MAXI Awards brand – **Marketing Awards for eXcellence in Innovation** – has come to be the standard bearer of excellence in our industry, and the MAXI Committee continues to strive to uphold the best of the direct marketing industry. Best practices and ethical marketing are among the most important core principles we expect all submissions to uphold.

To reinforce our commitment to these tenets, we support the right of MAXI judges to propose that submissions be disqualified based on messaging or imagery rooted in race, religion, ethnicity, gender identity, sexual orientation or physical/developmental ability that:

- Perpetuates discrimination,
- Demonstrates insensitivity or lack of respect,
- Deals in cultural appropriation, or
- Raises serious concerns based on a judge's discretion.

Recommendations that a submission be disqualified will be accepted at any time during the judging process.

Any submission that is put forward for disqualification on these grounds will be submitted to a vote of the MAXI Committee for final decision. Should the committee include an even number of members, DMAW's President will be asked to participate in the vote so a clear majority can be achieved.