

# 2019 MAXI AWARD RULES FOR ENTRY

Applications and entry forms available at: [www.dmaw.org/maxi](http://www.dmaw.org/maxi)

**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.

## 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**
- 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!

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

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.