



THE NATIONALS SM 2012

MARKETING CATEGORIES SUBMISSION CHECKLIST



CHECKLIST

Check your entry to be sure it includes the following:

- Entry Fee
- Entry Form/Project Information & Marketing Statement
- Entry Form/Entrant/Sponsor Statement
- Floorplans/Site Plans (if applicable to category)
- Collaterals (appropriate to category)
- Upload JPEG or PDF file(s) [with category number and project name as the file name] — all categories

REMEMBER

The names of the builder, developer, designer, architect, and land planner should appear only on the entry form.

Ten tips for a successful National Sales and Marketing Award entry

1. Follow all instructions exactly. If in doubt as to how to prepare an entry, call (800) 658-2751 or (909) 986-2758 for assistance.
2. Type all forms; fill out ALL INFORMATION COMPLETELY. This information will be used in future press releases, at the show, in the program, and on the award itself.
3. Keep Marketing, Entrant, and Sponsor Statements as concise and succinct as possible. The best and most effective statements are kept short, but tell: what problem was overcome, what was done differently than competition, how the marketing saved the builder dollars, if the community sold out sooner than anticipated or faster than the completion date, etc.
4. Be cognizant of spelling, grammar, and neatness. Make all components of entry as neat and professional as possible. Judges do notice!
5. Special promotions show well when actual promotional pieces are entered. Judges like to see and touch the entries. Photos of special events can be mounted on display board along with the promotional items.
6. Label all components clearly with project name and category.
7. Send all entry materials for an entry together. Missing pieces of an entry sent in the at the last minute tend to get misdirected!