

## SMPS CT Marketing Communications Awards FAQs

### Eligibility and Definitions

Q: Who can enter the SMPS CT Marketing Communications Awards Program?

A: The competition is open to both SMPS members and nonmembers working in Connecticut professional services firms. Any firm with an office in Connecticut may enter this competition, there is no pre-qualification or preliminary process required to enter.

Q: In what time frame must the communications project be completed in order to be eligible?

A: All entries must have been created and completed between January 2015 and December 2016 for the 2017 competition.

Q: Is there a special category for small firms?

A: No, there is not a separate category for small firms. All firms will compete together no matter the size firm.

### Entry Fees

Q: How much does it cost to enter?

A: For member submissions it is \$100 for the first entry, and \$50 for each additional submission. For nonmember submissions it is \$150 for the first entry, and \$50 for each additional submission.

### Deadlines

Q: What is the final submission deadline?

A: Final submissions must be received by SMPS CT (not postmarked, but in hand) no later than Friday, April 7, 2017. Payment must be provided before, or with the entry to be considered valid.

### Preparing My Entry

Q: What happens if I don't follow the [submittal requirements](#)?

A: Entries that fail to follow submittal requirements will be penalized. Judges' decisions are final.

Q: Do I really need to show results?

A: Yes, results count toward your total score. Just as your firm expects you to show ROI for your marketing efforts, so do the judges for MCA.

Q: The submittal requirements asks for budget and cost information to be included, I do not want to share this information, can I still enter?

A: Only the judging panel will be viewing this information and if you would like to keep it confidential, you can clearly note that on that part of the response. It is important for the judges to have this information when judging your entry.

Q: What kind of folder should I use?

A: A plastic 8.5 x 11 standard size folder with 3-hole fasteners to hold entry form and sample/exhibits. Clear plastic folders that have a pocket in the front so that invoice can be slipped in the front for easy viewing.



Q: Do I need to create a cover sheet for the folder?

A: No, only the entry form and payment, or payment receipt and a copy of your check (if paying by check) need to be in the front inside pocket. You may incorporate a cover/title sheet inside the folder, in front of the table of contents, but this is not required.

Q: What if my entry is too big to fit in a folder?

A: Use large metal binder clips or rubber bands to attach items (e.g., book, magazine, etc.), to folder. Any materials that cannot be placed in a folder (e.g., clothing, hard hats, etc.) must be illustrated with a photograph. Inclusion of such materials in their actual form is elective, not mandatory.



Q: To whom do I make the entry fee check payable?

A: Society for Marketing Professional Services (SMPS) Connecticut (CT) Chapter

Q: Where do I send my entries?

A: Send your entries to:

**SMPS CT MCA Entry**

c/o Samantha VanSchoick  
Steffian Bradley Architects  
One Corporate Road, Suite 102  
Enfield, CT 06082

Q: What if my submission doesn't make the April 7<sup>th</sup> deadline?

A: Entries received after Friday, April 7, 2017 will not be considered for the 2017 SMPS CT MCAs.

## **Notification and Winning Entries**

Q: What happens to my entry—will my materials be returned?

A: Materials will not be returned. All entries become the property of SMPS CT and may be utilized in future MCA promotions or displayed during SMPS and industry educational events as examples of best practices in marketing communications.

Q: How are winners notified?

A: In late April/early May, a notification letter/email will be emailed to the contact listed on each entry form explaining the status of the entry. Winners will be notified of the categories in which their respective firms placed. Rankings within each category will be announced at the SMPS CT Marketing Communications Award Gala held Wednesday, May 15, 2017 at the Pond House Café, West Hartford, CT. Winning firms will receive 1 free registration to the Awards Gala.

## **People's Choice Award**

Q: What is the People's Choice Award?

A: Even if your firm isn't selected for placement by the judges, you still have an opportunity to win the People's Choice Award. All firms that submitted an entry are invited to display their entry during the MCA Gala. Attendees will be able to view each entry and vote on their favorite. The winner of the people's choice will be announce later that night. **Have more questions? Contact [Nichole Petersen](#) or [Samantha VanSchoick](#).**