



NASHVILLE STUDENT ENTRY FEES & ENTRY PROCEDURE

ENTRY FEE (PER): \$20

ENTRY FEES EXPLAINED

AAF National recommends that the entry fee for the student competition be \$20 for all clubs, nationwide. For every student entry received, \$1 goes to National Ad2, \$3 goes to AAF National and \$2 goes to AAF District 7. The remaining \$14 for each student entry is spent by AAF Nashville to cover the cost of Awards, Staging of the Awards Presentation Event, and to other Advertising Education endeavors sponsored by AAF Nashville.

NOTE: ALL Student Gold ADDY winners will automatically forwarded to the District Student ADDY Competition which will be judged on March 12-14, 2008 in Moss Point, Mississippi. Student Silver ADDY winners will be forwarded at the winners discretion for a fee of \$20 per winning Silver entry. Fee will be accessed at the Nashville Awards show on February 23, 2010.

District 7 Student ADDY winners will be honored at the AAF District 7 Spring Convention, April 22, 2010, in Mobile, Alabama.

TIME LINE

FEBRUARY 10-11, 2010: Student ADDY entries are due. The drop off will be at Plaza Artist Materials, 633 Middleton Street, Nashville. The phone number is 615-254-3368. We're so happy that Plaza has generously donated their space again for drop-off, organizing and judging. If you need some supplies, show your thanks by placing an order or picking up a few things while you're there!

FEBRUARY 12: Organizing. Your friendly neighborhood AAF Nashville and AD2 members will help us organize the entries. It's a big job. Somebody's got to do it. And that would be us! But this year, we're also going to enlist your help pre-organizing the entries on your end. More about that in a future e-mail.

FEBRUARY 13: Judging. We'd tell you the judges now, but then we'd have to slip a little radioactive snack in your school lunch. It's that Top Secret. So we'll tell you after the judging is finished.

FEBRUARY 23: Awards Show. Details will be forthcoming, but this year, the Awards Show will take place at **PLAY** Dance Bar, 1519 Church Street, Nashville, Tennessee. The 2010 show promises to be better than ever!

HOW TO ENTER

YOU MUST REGISTER AND ENTER EACH ENTRY ONLINE

1. Log on to www.aafnashville.com or <http://www.aaf.org/studentaddys/index.html>
2. Click on the hot button “**Enter the 2010 ADDY Awards**”
3. When the ADDY web page appears, click on New Entrants, **I AM A STUDENT** Register for a Password
4. Fill out the information about yourself or your company. Click on the Register button
5. Download the PDF titled “**Rules & Categories**” from the web site to determine the category that you wish to enter. **Note:** Page 21-25 of this PDF document pertain to Student ADDYs.
6. Click on the Add Entry Button and fill out the information and credits on the item that you wish to submit
7. When finished, click on the Modify Entry button. When the window appears, click on the Blue Print Button beside EACH entry to print the Entry Form. Submit 2 copies. Please refer to the rules for placement of the Entry Blank and Entry Identification sticker.
8. After you have finished entering, click the View Manifest button from the main menu. Print this window and submit two copies when submitting entries. Please refer to the rules for date and location of entry drop off.

NOTE: *If you should encounter any problems accessing or understanding the website, technical support is available. Call 615-889-0674 or 615-476-6058 for assistance. Help is available from now until February 11, 2010. Monday-Friday, 9 a.m - 5 p.m.*

RULES & CATEGORIES

The Nashville Student ADDY Rules, Categories and Deadline Information is available at this link:

<http://www.aafnashville.com>

ADDITIONAL LOCAL-ONLY CATEGORIES

S17A POTPOURRI & S17B POTPOURRI CAMPAIGN. This category is designed to support and recognize NON-ADVERTISING items that are NOT intended to sell a product or service. i.e., Any print, audio, video, interactive or web-based item that does not fit into ANY of the National categories. Items entered in this category may not be entered in any other category. Items entered in this category compete against each other for an overall best-of category winner.

Potpourri* (Category S17A), and Potpourri Campaign* (Category S17B) are NOT listed in the *2010 AAF National Rules, Guidelines and Categories* document. Both categories ARE accessible on the website. Description of the categories and requirements for entry are listed in the paragraph above.

NOTE: *Since this categories has been created locally, Gold and Silver winners in these categories are NOT ELIGIBLE to advance to 7th District or National Competition.*

**Judges reserve the right to re-classify entries incorrectly in these categories as they deem necessary.*

ALL ENTRIES MUST:

1. Meet all eligibility and deadline requirements.
2. Be submitted in the correct category.
3. Be correctly identified.
4. Include a completed and signed entry form.
5. Conform to defined mounting and submission requirements.