

ADDY[®]

THE CREATIVE SPIRIT OF ADVERTISING

2010 LOCAL ONLY CATEGORIES*



Items entered in these categories are designed to enhance the spirit of competition, by recognizing unpublished and unsold work created by ad agencies and design studios. The Printing and Finishing categories are designed to honor the companies that support the advertising industry.

CANNED*

AKA: Non-Published Work / Unsold Concepts

*Work entered in this category
MUST be UNPUBLISHED and UNSOLD.*

*Comps, Color Print-Outs, and any other form
of Layout is accepted.*

- 78A. Print
- 78B. Broadcast (TV & Radio)
- 78C. Interactive/Web

PRINTING & FINISHING CATEGORIES*

NOTE: Advertising Agencies, Designers, Freelancers, and Clients are not eligible for the below categories which are designed for industry printers and finishing companies.

Entries submitted in these categories do NOT have to be designed in Nashville market, but it MUST be printed here.

PRINTING (Conventional)*

- 79A. Less Than Four Color, Single Pages
- 79B. Less Than Four Color, Multiple Pages
- 79C. Four Color or More, Single Page
- 79D. Four Color or More, Multiple Pages

PRINTING (Digital)*

- 80A. Four Color or More, Single Page
- 80B. Four Color or More, Multiple Pages

FINISHING*

- 81A. Foil Stamping
- 81B. Embossing
- 81C. Die Cutting
- 81D. Multiple Process

* **Local only Category. Winners cannot advance to District 7 or National Competition.**

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2010 NASHVILLE ENTRY FEES & ENTRY PROCEDURE



AAF NASHVILLE MEMBERS

SINGLE ENTRY: \$55

CAMPAIGN & MULTIMEDIA ENTRY: \$70

NON-AAF NASHVILLE MEMBERS

SINGLE ENTRY: \$75

CAMPAIGN & MULTIMEDIA ENTRY: \$90

Since there is often a substantial savings in entry fees for Ad Federation members, you may want to consider joining the AAF Nashville. Some of the benefits of membership include: personal and professional development through regular meetings and workshops, networking opportunities, a voice in legislative issues and member discounts on business related services.

METHOD OF PAYMENT

American Express, MasterCard, Visa, Cash, Cashiers Check, Money Order and Checks are all accepted. Make check payable to the AAF Nashville. Entry fees must accompany entries. Entries received without payment will not be accepted. AAF Nashville also reserves the right to reject any entry due to outstanding debt to the club.

METHOD OF ENTRY

To enter the competition you must do so online at www.aafnashville.com

ENTRY FORMS AND MANIFEST SHEET

All forms are printed from the website. Submit 2 copies of all forms (entry & manifest). Follow instructions in the Entry Identification and Entry Format section of the rules for correct mounting of the entry form. (Print additional copies if you would like to keep them for your personal record)

ENTRY DEADLINE

- Entrants have from NOW until January 8, 2010 to enter the competition via the internet.
- Entries are due, with payment to Athens Paper Company, 1898 Elm Tree Drive, Nashville, Tennessee 37210, on January 8, 2010, by 6:00 p.m. No freight charges will be paid by AAF Nashville.

NOTE: Entries WILL NOT BE ACCEPTED prior to January 8, 2010. DO NOT SHIP OR DROP OFF Before this date. AAF Nashville is NOT responsible for lost entries BEFORE January 8, 2010.

NOTE: All entries become the property of AAF Nashville and will not be returned, unless arrangements have been made by the entrant and AAF Nashville.

NOTIFICATION OF WINNERS

Winners will be notified prior to February 1, 2010 and will be honored on February 20, 2010.

HOW TO ENTER

1. Log on to <http://www.omnicontests.com/addy/omnicontests/logon.cfm>
2. On the intro page, click the ADDY logo to enter 2010 Addy Awards
3. When the official ADDY web page appears, click on “New Entrants I am a Professional” to register for a Password
4. Fill out the information about yourself or your company. Click on the Register button
5. Click on the Add Entry Button and fill out the information and credits on the item that you wish to submit
6. Use the downloadable rules & categories from the web site to determine the category that you wish to enter
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 November 1, 2009 until January 7, 2010. Monday-Friday, 9 a.m - 5 p.m.

ELIGIBILITY

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2009.

With the exceptions of Public Service Advertising, Advertising for the Arts & Sciences and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business. Entries must be submitted in the MSA of the entrant. In the event that there are entrants located in markets not served by a local ADDY affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the District in which the entrant is located.

NASHVILLE RULES

The rules, divisions and categories defined here serve as the official policy for the AAF ADDY® competition and replace all others from previous competitions. The name ADDY® Awards, ADDY® and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the ADDY® Awards competition name should be used at all levels of the competition.

The Nashville Advertising Federation 2010 ADDY® Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The ADDY Awards Competition is the industry’s largest and most representative competition for creative excellence. Entry into the ADDY Awards supports our entire industry, because AAF and its local and district membership use the proceeds to enhance advertising through programs such as internship, advocacy groups and advertising education.

“REAL” ADVERTISING

The expressed intent of the ADDY® Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure ... as if the entry was created solely for the purpose of winning an award. This type of work is not accepted. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

“NEW” CREATIVE

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National ADDY® Awards Committee (NAAC).

DOCUMENTATION

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the National ADDY® Awards Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

JUDGING PROCEDURES

Judging will be conducted in accordance with the *Judging Guidelines* also found in PDF format on the AAF web site: <http://www.aaf.org/default.asp?id=76>

NOTE: Decisions of judges and the NAAC including eligibility, qualifications and appropriate category placement are final.

GEOGRAPHIC CONSIDERATIONS

All work entered in the ADDY® competition must have first appeared in the media between January 1 and December 31, 2009. With the exceptions of Public Service Advertising, Advertising for the Arts & Sciences, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the MSA of the entrant. In the event that there are entrants located in markets not served by a local ADDY® affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the District in which the entrant is located.

ELIGIBLE MARKETS

The following Middle Tennessee cities fall within the boundaries of the Nashville Advertising Federation, and are eligible to compete in this competition. If your city is not listed, but is located within the boundaries of the cities listed, you are also eligible to compete. If you are unsure about your eligibility, please call the NAF office at 615-469-4040. The eligible cities/boundaries are: **Nashville, Carthage, Clarksville, Cookeville, Dickson, Fayetteville, Gallatin, Hendersonville, Murfreesboro, Sparta, Springfield and Shelbyville Tennessee.**

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.**
- 6. Conform to all applicable copyright laws.**

CATEGORY DEFINITIONS

NOTE: An Expanded Category List With Definitions, and the requirements for entry into each category is included in the Rules, Categories & Guide PDF and may also be down loaded from the ADDY website by clicking on the **gold button** titled “National Rules.” By doing this, you are then directed to another window, where you will find both the **National Rules and Categories.**

DISTRICT 7 & NATIONAL WINNERS FORWARDING

FORWARDING OF WINNERS

Only work that has won a Gold ADDY® or a Silver ADDY® in a local ADDY® competition will be eligible for entry into the District competitions. Only work that has won a Gold ADDY® or a Silver ADDY® in a District ADDY® competition will be eligible for entry into the National ADDY® competition.

AUTO-FORWARDING

ADDY GOLD WINNERS: If your entry wins a Gold ADDY® at the local show, it will be automatically forwarded to the District competition by the local ad club at the club's cost. Should the entry win Gold again, at District level, it will be forwarded to the National competition with fees paid by the District. If there is no Gold ADDY® winner in a category at District level, the highest scoring Silver ADDY® in the category will be for-warded to the National competition with entry fees paid by the District.

ADDY SILVER WINNERS: If your entry is awarded a Silver ADDY® at the local or District level, you have won the right to compete at the next level of competition and may choose to pay the applicable entry fee in order to be forwarded. Make sure you check the box on the entry form indicating that you wish to be billed for those fees.

LOCAL WINNERS ARE FORWARDED TO THE DISTRICT COMPETITION AS FOLLOWS:

All first-place entrants will be awarded Gold ADDY Awards at the local, district and national levels. All second-place winners will be awarded Silver ADDY Awards. If an entry receives a Silver ADDY Award at the local or district competition, the club or district can choose to cover the cost of auto forwarding or have entrants pay the applicable district or national entry fee in order to be forwarded to the next level of competition. Silver ADDY Award winners are eligible for the next level of competition and the club or district will determine who will pay the additional entry fee for the next level of competition.

PLEASE NOTE: *For District 7 competition, the AAF Nashville will automatically pay all fees to forward a GOLD ADDY winner. A SILVER ADDY will be forwarded at the discretion of the winner, and the winner will pay the forwarding fees.*

DISTRICTS WINNERS ARE FORWARDED TO THE NATIONAL COMPETITION AS FOLLOWS:

- 1. ALL GOLD ADDY WINNERS** at the district level will be auto-forwarded to the national competition, with entry fees paid by the district.
- 2. ALL SILVER ADDY WINNERS** at the district level will be forwarded at the discretion of the winner, and the winner will pay the forwarding fees.
- 3.** In the event that there is no GOLD ADDY winner, the Silver ADDY in the category will be forwarded to the national competition, with entry fees paid by District 7.

TIMELINE

THE AAF NASHVILLE ADDY AWARDS SHOW

The AAF Nashville local winners will be announced and recognized at the 44th Annual Nashville ADDY Awards Ceremony, February 20, 2010 at LimeLight, Nashville, Tennessee.

THE AAF DISTRICT 7 ADDY AWARDS SHOW

The AAF District 7 ADDY winners will be announced and recognized at the AAF DISTRICT 7 ADDY Awards Ceremony, Friday, April 22, 2010 in Mobile, Alabama.

THE AAF NATIONAL ADDY AWARDS SHOW

The National ADDY winners will be announced and recognized at the AAF National Convention & ADDY Awards Ceremony, Saturday, June 12, 2010, at the Hilton Bonnet Creek & Waldorf Astoria, Orlando, Florida