



showcase agency
2024

A SPIRITED COMPETITION SPOTLIGHTING BRIGHT IDEAS
EXHIBITED BY PARK, RECREATION AND CONSERVATION AGENCIES

PROUDLY BROUGHT TO YOU BY



REGISTRATION DEADLINE IS MONDAY, DECEMBER 16
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Dear Parks, Recreation and Conservation Professionals:

The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

The 2024 Agency Showcase includes two divisions and 13 categories in which to enter. Agencies may choose to enter either the Individual Categories or the overall Agency Showcase division.

Lastly, ALL conference attendees will be able to vote for the People's Choice Award through the conference app.

DIVISION 1: AGENCY SHOWCASE

Select eight out of the 13 categories and create a tabletop display that will be scored alongside your individual entries (**see page 5**). The display accounts for 11% of your final score and should showcase how each entry works together to represent the agency. The eight categories that you select will be placed and judged in each individual category division. These scores will contribute to the final overall Agency Showcase score. There will be first, second and third place winners in this division.

DIVISION 2: INDIVIDUAL CATEGORIES

This division allows you to select up to four categories to enter your work for the judges to critique at the annual conference in January 2025. There will be one outstanding submission recognized with a plaque in each category along with ribbons for second and third place.

Please remember, this is a professional exhibition of your work. Each specific category has a set of guidelines that can be found in this packet. **In addition, there are general entry rules for all categories outlined on page 5.**

We look forward to seeing your work displayed at conference.

If you have any questions or concerns, please feel free to contact the Agency Showcase Committee Chair, Sheri Potter, at sherip@warrenvilleparks.org.

Sincerely,
Heather Weishaar
Communications & Marketing Director
Illinois Park & Recreation Association

2024 ENTRY CATEGORIES

- Brochure Series - Print
- Brochure Series - Virtual
- Integrated Photography
- Large-Format Marketing
- Logo Design
- Marketing Campaign
- Print Communication - Informational
- Print Communication - Promotional
- Social Media Campaign
- Video - Long Form
- Video - Short Form
- Website
- **NEW! Written Content**

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GOLD SPONSORS



CATEGORY SPONSORS

VIDEO (SHORT FORM)
JSD PROFESSIONAL SERVICES, INC.

.....

BROCHURE SERIES
(VIRTUAL)
LAUTERBACH & AME, LLP

CATEGORY SPONSORSHIPS ARE STILL AVAILABLE

Become an Agency Showcase Sponsor to reach thousands of IPRA members from across the state through pre-conference messaging and during the live conference event in January. Category sponsors receive a solo sign provided at your sponsored category table; name in the final Conference Program Guide (if committed before print deadline) and on Agency Showcase signage; name and link on the IPRA website and in the Agency Showcase eblast sent to all members.

INVESTMENT IS JUST \$200!

TO SECURE YOUR SPONSORSHIP OPPORTUNITY, CONTACT JESSICA CANNADAY AT JCANNADAY@COMMUNITYPARKDISTRICT.ORG OR 708.354.4580.

GENERAL ENTRY RULES

THERE IS A 20-POINT REDUCTION FOR SUBMISSIONS THAT DO NOT FOLLOW GUIDELINES

- Each agency is responsible for bringing their entries to conference and setting them up. Set up is from 8:00-9:30AM on Thursday, January 23, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.
- Certain categories require electronic submission by January 6, 2025. Read each category description carefully!
- All entries must have been created during the 2024 calendar year (January 1 to December 31). Exceptions should be noted in the description.
- If entries are double-sided, mount both sides on black foam board.
- Fully complete the entry forms provided in this packet and mount or clip the form to your entry as specified in the guidelines for each category. This includes providing your District's name, budget information, project description, etc. Specific requirements for each category are outlined in this packet.
- Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

DIVISION 1: AGENCY SHOWCASE

- Agency Showcase entries must have two copies for each category in which you enter. Exceptions will be noted in the description.
 - One copy to be integrated in your Agency Showcase tabletop display.
 - One copy for the individual categories.
- Displays must be set up in Grand Hall by 9:30AM on Thursday, January 23.
- Displays must be removed between 4:00-5:00PM on Friday, January 24. Agencies who do not remove their displays will be charged a \$50 clean up fee. Please do not remove items prior to the scheduled pick-up time.

DIVISION 2: INDIVIDUAL CATEGORIES

- Individual Category entries must have one copy for each category in which you enter.
- Table-top easels are NOT allowed. All submissions must lay flat on the tables.
- Individual entries must be set up in Grand Hall by 9:30AM on Thursday, January 23.
- Individual entries must be removed from the exhibit hall between 4:00-5:00PM on Friday, January 24. Items remaining after 5:00PM will be properly disposed of. Please do not remove items prior to the scheduled pick-up time.

NEW! AWARDS & RECOGNITION

1ST PLACE AGENCY SHOWCASE

On Friday, January 24 at 12:15PM, the 1st Place Division 1 Agency Showcase winner will be announced during the All-Conference Awards Luncheon.

AGENCY SHOWCASE AND CATEGORY WINNERS

On Friday, January 24 at 5:00PM, 1st to 3rd Place Agency Showcase winners and 1st to 3rd Place Category winners will be recognized during the IPRA Annual Business Meeting and receive plaques at the conclusion of the meeting.

PEOPLE'S CHOICE AWARD

On Saturday, January 25 at 3:30PM, the winner of the People's Choice Award will be announced during the IAPD Annual Business Meeting.

AWARD RIBBONS

Friday, January 24, award ribbons will be displayed on the outstanding submissions for each category. All entries will be on display in Grand Hall until 4:00PM.

REGISTRATION DEADLINE MONDAY, DEC. 16

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DIVISION I: AGENCY SHOWCASE TABLETOP DISPLAY

WHAT TO ENTER

THE OVERALL AGENCY SHOWCASE COMPETITION INCLUDES THE SCORES FROM YOUR INDIVIDUAL SUBMISSIONS PLUS A TABLE TOP DISPLAY SCORE. THE TABLE DISPLAY COUNTS AS 1/9TH OF YOUR OVERALL AGENCY SHOWCASE SCORE.

Your tabletop display must integrate all eight of your Agency Showcase entries. The display should showcase how each entry works together to represent the agency. You also may include other marketing pieces for this display, but please note that these pieces will not be judged.

HOW TO ENTER

- Set up is between 8:00-9:30AM on Thursday, January 23 in Grand Hall MN at Hyatt Regency.
- Integrate each of your eight category entries into the display. Display items do not need to be mounted or bound.
- The completed entry form should be placed on your table.
- A draped and skirted 6 foot x 30 inch table will be provided to you on the day of the competition.
- Electrical outlets cannot be guaranteed.
- Items may be placed behind your table. However, items may not extend more than one foot away from the back side of the table.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.
- For Social Media, Videography, Virtual Program Guides and Website categories, display a screenshot of your submission.

HOW TABLES ARE JUDGED

Judges will deduct 20 points for submissions that do not follow guidelines.

Creativity	20%
Design	20%
Organization	20%
Message/"It Factor"	20%
Cohesiveness	20%

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - DISPLAY FORM ON TABLETOP

AGENCY NAME _____

DESCRIPTION

PROVIDE A 350-WORD OR LESS DESCRIPTION INDICATING HOW ALL OF THE ITEMS IN THE DISPLAY WORK TOGETHER TO CREATE A UNIFIED MARKETING MESSAGE OR BRAND:

BROCHURE SERIES: PRINT

WHAT TO ENTER

Brochures created for the 2024 brochure year (including camp or other specialty brochures if applicable).

HOW TO ENTER

- Complete the entry form and paperclip to one brochure.
- Only one brochure issue will be judged on content. Indicate your selection in the form provided.
- A minimum of two issues, in their entirety, must be submitted, no more than four issues total.
- Each brochure must be a minimum of 16 pages in length.
- Bring one copy of each brochure in its entirety. Due to space constraints, submitting agencies should stack brochures on the display table. No mounted submissions will be accepted.

HOW ENTRIES ARE JUDGED

Only one brochure issue will be judged on content. Judges will deduct 20 points for submissions that do not follow guidelines.

Writing	20%
Layout Design	20%
Cover Design/Concept	20%
Organization	20%
Series Cohesiveness	20%

RESULTS

Scores will be emailed to agencies the week following conference.

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - PAPERCLIP FORM TO ONE ISSUE

AGENCY NAME _____

BROCHURE SERIES

BROCHURES SUBMITTED: _____

BROCHURE ISSUE TO BE JUDGED: _____

BUDGET

TOTAL PRINTING COSTS: _____

COST PER PIECE: _____

DESIGN PROCESS

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE DESIGN PROCESS:

BROCHURE SERIES: VIRTUAL

SPONSORED BY
LAUTERBACH & AME, LLP

WHAT TO ENTER

Virtual brochures created for the 2024 brochure year (including camp or other specialty brochures if applicable).

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Upload the completed entry form to http://dbinbox.com/agency_showcase
- Label the PDF as follows (follow this format exactly):
Brochure Series Virtual Submission - Your Agency Name
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- For the in-person competition on Thursday, January 23, provided mounted screenshots of the virtual brochures on one black foam board not to exceed 11" x 17", per guide, for display. A copy of the entry form should be mounted on the backside of the first display piece.
- Only one brochure issue will be judged on content. Indicate your selection in the form provided.
- A minimum of two issues (in their entirety) must be submitted, no more than four issues total.
- Virtual brochures must be a minimum of 4 pages in length.

HOW ENTRIES ARE JUDGED

Judges will deduct 20 points for submissions that do not follow guidelines.

Writing	20%
Layout Design	20%
Cover Design/Concept	20%
Organization	20%
Series Cohesiveness	20%

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX

AGENCY NAME _____

BROCHURE SERIES

VIRTUAL BROCHURE HOSTING LOCATION (EX. WEBSITE):

LINKS TO BROCHURE ISSUES:

NUMBER OF VIEWS: _____

PUBLICATION FREQUENCY: _____

BROCHURE ISSUE TO BE JUDGED: _____

DESIGN PROCESS

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE DESIGN PROCESS:

WRITTEN CONTENT

WHAT TO ENTER

Written content developed in 2024 that helped raise awareness for your organization or its initiatives, or promoted your programs, events, or services. Eligible entries include newsworthy or promotional writing, such as blog posts, news articles, press releases, podcast transcripts, and electronic newsletters.

Paid placements, such as advertorials, are not eligible for this category.

HOW TO ENTER

- One printout of the entry should be mounted black foam board for display, not to exceed 11" x 17".
- The entry form should be mounted on the backside of the foam board. For multi-page documents, paperclip the entry form to the document.

HOW ENTRIES ARE JUDGED

Judges will deduct 20 points for submissions that do not follow guidelines.

Writing	25%
Creativity	25%
Content	25%
Results/Effectiveness	25%

RESULTS

Scores will be emailed to agencies the week following conference.

AGENCY NAME _____

DEADLINE: THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD

CONTENT TYPE(S) (Select all that apply)

- BLOG POST PRESS RELEASE NEWS ARTICLE
 WEBSITE COPY E-BLAST COPY PODCAST TRANSCRIPT
 OTHER: _____

TOPIC _____

DESCRIPTION

PROVIDE A 250-WORD OR LESS DESCRIPTION OF THE GOALS, RESULTS AND/OR EFFECTIVENESS AS WELL AS ANY MEDIA SHARES OF THE WRITTEN CONTENT:

INTEGRATED PHOTOGRAPHY

WHAT TO ENTER

One printout of a marketing piece that utilizes photography along with the original photo that is integrated into the design (size does not matter). Marketing pieces include but are not limited to print advertisements, posters, fliers, brochures, logos, etc. Marketing materials that integrate manipulated or edited photos are also welcome. Photo may be taken during years prior, however, marketing piece must be created in 2024.

REMEMBER: Photos must be original content only, no stock imagery. Photo quality is only a portion of the total score. The judges will be evaluating how the image is edited, modified, and integrated into the design.

HOW TO ENTER

- One printout of the entry and the original photo (4" by 6") should be mounted on black foam board for display, not to exceed 11" x 17".
- The entry form should be mounted on the backside of the foam board. For multi-page documents, paperclip the entry form to the document.

HOW TO ENTER

Judges will deduct 20 points for submissions that do not follow guidelines.

Creativity	25%
Composition	50%
Design Integration	25%

AWARDS & RECOGNITION

See page 4 for details!

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD

AGENCY NAME _____

PHOTOGRAPHER CREDIT

NAME OF ORIGINAL PHOTOGRAPHER: _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE TECHNIQUE, OBJECTIVES AND RESULTS OF THE INTEGRATED PHOTOGRAPHY:

LARGE-FORMAT MARKETING

WHAT TO ENTER

One large-format marketing piece created during the 2024 calendar year. This includes, but is not limited to, billboards, bus wraps, murals, banners, and/or large 3D displays. Original must be 24" x 36" or larger in actual size.

HOW TO ENTER

- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the entry form should be mounted on the backside of the display piece.

HOW TO ENTER

Entries will be judged on four main categories: strategy, originality, design, and copy.

Strategy	25%
Originality	25%
Design	25%
Copy	25%

PLEASE NOTE!

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD

AGENCY NAME _____

ACTUAL SIZE _____

LOCATION _____

MEDIUM _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE APPLICATION AND STRATEGY OF THE LARGE-FORMAT MARKETING:

LOGO DESIGN

WHAT TO ENTER

One logo created or updated during the 2024 calendar year.

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Create one PDF document to include:
 - Page 1: A full color application, as well as a white background and a dark background application of the logo (8.5" x 11" or 11" x 17")
 - Page 2: Completed entry form
- Label the PDF as follows (follow this format exactly): **LOGO DESIGN - Your Agency Name** and upload by January 6 to http://dbinbox.com/agency_showcase
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- For the in-person competition on Thursday, January 23, one printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". Please display a full color application, as well as a white background and a dark background application on your board.
- A copy of the entry form should be mounted on the backside of the display piece.

HOW ENTRIES ARE JUDGED

Entries will be judged on four main categories: originality, adaptability, color usage and scalability.

Originality	40%
Adaptability	20%
Color Usage	20%
Scalability	20%

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX AND THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD

AGENCY NAME _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE RATIONALE BEHIND THE DESIGN:

MARKETING CAMPAIGN

WHAT TO ENTER

Marketing campaign collateral created and executed during the 2024 calendar year. Entries must include a minimum of five marketing pieces that were utilized in a marketing campaign. The two fundamental themes of repetition and effectiveness of message/results should be considered.

HOW TO ENTER

- Entry should be no larger than “8.5x11”, bound and brought for display, including at least five marketing pieces and one page featuring your detailed campaign budget.
- A copy of the entry form should be bound with your entry.

HOW ENTRIES ARE JUDGED

Entries will be judged on the following:

Consistency of Message	25%
Repetition	25%
Creative Execution	25%
Effectiveness of Message/Results	25%

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - INCLUDE FORM IN BOUND ENTRY

AGENCY NAME _____

CAMPAIGN NAME _____

DESCRIPTION

PROVIDE A 350-WORD OR LESS DESCRIPTION SUMMARIZING THE CAMPAIGN GOALS, EFFECTIVENESS, AND RESULTS.

AWARDS & RECOGNITION

See page 4 for details!

PRINT COMMUNICATION (INFORMATIONAL)

WHAT TO ENTER

One printed communication piece that was created during the 2024 calendar year. Entries may include but are not limited to, posters, postcards, newsletters, fliers, annual reports, booklets and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures are not accepted in this category.

THE INTENT OF PIECES SUBMITTED IN THIS CATEGORY MUST BE INFORMATIONAL IN NATURE, DESIGNED TO INCREASE PUBLIC EDUCATION.

HOW TO ENTER

- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the entry form should be mounted on the backside of the display piece.
- For multi-page documents, paperclip the entry form to the document.

HOW ENTRIES ARE JUDGED

Entries will be judged on creativity, design, content and results.

Creativity/Originality	30%
Design	30%
Content	30%
Results	10%

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD OR PAPERCLIP TO ENTRY

AGENCY NAME _____

NAME OF COMMUNICATION PIECE _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES AND RESULTS OF THE ENTRY:

PRINT COMMUNICATION (PROMOTIONAL)

WHAT TO ENTER

One printed communication piece that was created during the 2024 calendar year. Entries may include but are not limited to: posters, postcards, newsletters, fliers, and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures and annual reports are not accepted in this category.

THE INTENT OF PIECES SUBMITTED IN THIS CATEGORY MUST BE PROMOTIONAL IN NATURE AND CONTAIN A CLEAR CALL TO ACTION.

HOW TO ENTER

- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the entry form should be mounted on the backside of the display piece.
- For multi-page documents, paperclip the entry form to the document.

HOW ENTRIES ARE JUDGED

Entries will be judged on creativity, design, content and results.

Creativity/Originality	25%
Design	25%
Content	25%
Results	25%

ENTRY FORM

DEADLINE: THURSDAY, JANUARY 23 - MOUNT FORM ON FOAM BOARD OR PAPERCLIP TO ENTRY

AGENCY NAME _____

NAME OF COMMUNICATION PIECE _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES AND RESULTS OF THE ENTRY:

SOCIAL MEDIA CAMPAIGN

WHAT TO ENTER

A minimum of one and a maximum of four social media outlets utilized for a specific campaign executed during the 2024 calendar year. Incorporation of paid social content may be included in this category.

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Upload one PDF file that includes the entry form for your campaign to: http://dbinbox.com/agency_showcase. You must link directly to your submission.
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Label your PDF file as follows (follow this format exactly): Social Media Campaign Submission - Your Agency Name.
- Screenshots of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the entry form should be mounted on the backside of the display piece.

HOW ENTRIES ARE JUDGED

Entries will be judged on engagement, content, frequency/exposure and creativity.

Engagement	25%
Content	25%
Frequency/Exposure	25%
Creativity	25%

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX

AGENCY NAME _____

LINKS TO SOCIAL SITES UTILIZED IN CAMPAIGN

LENGTH OF CAMPAIGN _____

DATE RANGE FOR REVIEW _____

DESCRIPTION

PROVIDE A 250-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE ENTRY:

VIDEO: LONG FORM

WHAT TO ENTER

One video produced and disseminated during the 2024 calendar year. Long form videos should be longer than two minutes. This category includes original video documentaries, informational videos, or other video production content that was publicly viewed and/or featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible. For long form videos you are required to indicate specific time stamps for judges to review.

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Upload the entry form to: http://dbinbox.com/agency_showcase. You must link directly to your submission.
- Label your file as follows (follow this format exactly): Video Long Form - Your Agency Name.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the entry form should be mounted on the backside of the display piece.

HOW ENTRIES ARE JUDGED

Entries will be judged on overall concept/content, creativity and copy/script, overall strategy and measurable results.

Overall Concept/Content 25%

Creativity and Copy/Script 25%

Overall Strategy 25%

Measurable Results 25%

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX

AGENCY NAME _____

LINK TO VIDEO _____

PROJECT BUDGET _____

EQUIPMENT & EDITING TOOLS USED

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE ENTRY:

VIDEO: SHORT FORM

SPONSORED BY
JSD PROFESSIONAL SERVICES, INC.

WHAT TO ENTER

One video produced and disseminated during the 2024 calendar year. Short form videos should be at least 15 seconds, but no longer than two minutes. This category includes original videos that were featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible.

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Upload the entry form to: http://dbinbox.com/agency_showcase.
- Label your file as follows (follow this format exactly):
Video Short Form - Your Agency Name.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the entry form should be mounted on the backside of the display piece.

HOW ENTRIES ARE JUDGED

Entries will be judged on overall concept, visual appearance, creativeness and copy as well as the overall strategic approach, and measurable results.

Overall Concept/Visual Appearance/Content	25%
Creativity and Copy	25%
Overall Strategy	25%
Measurable Results	25%

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX

AGENCY NAME _____

LINK TO VIDEO _____

PROJECT BUDGET _____

EQUIPMENT & EDITING TOOLS USED

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE ENTRY:

WEBSITE

WHAT TO ENTER

A website maintained by or for any entity of your Agency. Websites do not have to be developed or launched in 2024.

HOW TO ENTER

Virtual submissions must be received electronically by Monday, January 6.

- Upload the entry form to: http://dbinbox.com/agency_showcase.
- Label your file as follows (follow this format exactly): Website Submission - Your Agency Name.
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the entry form should be mounted on the backside of the display piece.

HOW ENTRIES ARE JUDGED

Entries will be judged on organization, design, writing, special features, usage and effectiveness.

Organization	20%
Design	20%
Writing	20%
Special Features	20%
Usage/Effectiveness	20%

RESULTS

Scores will be emailed to agencies the week following conference.

ENTRY FORM

DEADLINE: MONDAY, JANUARY 6 - UPLOAD PDF TO DROPBOX

AGENCY NAME _____

URL _____

TARGET MARKETS _____

DESCRIPTION

PROVIDE A 300-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, USAGE, AND SITE FEATURES (EX. REGISTRATION, BROCHURE DOWNLOAD, E-MAIL SIGN UP, SHOPPING CARTS, CONTACT INFORMATION, STREAMING VIDEO, LIVE CHAT AND PHOTO GALLERIES).



agency showcase 2024

AWARDS & RECOGNITION

1ST PLACE AGENCY SHOWCASE

On Friday, January 24 at 12:15PM, the 1st Place Division 1 Agency Showcase winner will be announced during the All-Conference Awards Luncheon.

AGENCY SHOWCASE AND CATEGORY WINNERS

On Friday, January 24 at 5:00PM, 1st to 3rd Place Agency Showcase winners and 1st to 3rd Place Category Winners will be recognized during the IPRA Annual Business Meeting and receive plaques at the conclusion of the meeting.

PEOPLE'S CHOICE AWARD

On Saturday, January 25 at 3:30PM, the winner of the People's Choice Award will be announced during the IAPD Annual Business Meeting.

AWARD RIBBONS

Friday, January 24, award ribbons will be displayed on the outstanding submissions for each category. All entries will be on display in Grand Hall until 4:00PM.

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