



The Fifth Annual

Utah Tourism Advertising & Marketing Contest

The Utah Office of Tourism and the Utah Tourism Industry Coalition announce the Fifth Annual Utah Tourism Advertising & Marketing Contest.

This contest will celebrate Utah's best in tourism advertising/marketing/promotion, with winners announced at the Utah Tourism Conference on Thursday, May 13, 2010 at The Riverwoods Conference Center in Logan, Utah. The entry fee is \$25 total, for up to five entries. Money collected goes to the 2010 Utah Tourism Conference.

The contest is open to Arts/Cultural Organizations/Businesses, Destination Marketing Organizations (CVBs, County Travel Councils, Travel Regions, etc.), Hotels/Motels/Bed & Breakfast Inns, Ranches/Lodges, Restaurants, Shopping/Specialty Stores, Ski Areas/Mountain Resorts, Sports/Recreation/Guides & Outfitters, and Transportation Services.

ENTRY PROCEDURES

A display and electronic copy must be provided for each entry. Hard copies to be mailed to the Utah Office of Tourism, Attn: Rebecca Katz. Electronic copies to be e-mailed to Rebecca Katz at: rkatz@utah.gov.

A completed entry form must be provided for every entry, please do not attach it to the sample.

All entries must have appeared or been used between Jan. 1, 2009 to the present.

There is a limit of five entries per organization. Entries may be in any category.

All entries for an individual organization can be packed into one shipping/mailling carton.

Entries must arrive no later than April 8, 2010.

MAIL/E-MAIL ENTRIES TO:

Rebecca Katz
Utah Office of Tourism
Council Hall/Capitol Hill
300 N. State Street
Salt Lake City, UT 84114
Tel: (801) 538-1479
Fax: (801) 538-1399
rkatz@utah.gov

DEADLINE
April 8, 2010

ENTRY INFORMATION

COMPANY NAME: _____

CONTACT: _____

TELEPHONE: _____

E-MAIL: _____

Check your categories:

___ CVB / County Travel Council / Gov. Agency / Non-Profit / Organization ___ Private Sector

Annual Advertising Budget of ___ Less than \$250,000 ___ More than \$250,000

ENTRY CATEGORY

(Please check one)

- ___ Brochure
- ___ Billboard
- ___ Promotional CD/DVD
- ___ Direct Mail
- ___ E-mail Promotion
- ___ Logo (*Logo size must be at least 3" in diameter*)
- ___ Media Kit
- ___ Newsletter
- ___ Print Ad, including magazine and newspaper
- ___ Public Relations Campaign
- ___ Social Media Marketing Campaign
- ___ Specialty Item/Other (*Clothing, pens, mugs, posters, etc.*)
- ___ TV Ad (*Submit labeled DVD*)
- ___ Tradeshow Booth (*Submit picture*)
- ___ Visitor Guide (*May contain advertising*)
- ___ Website- *Include address here* _____
- ___ Radio/PSA Ad (*Submit labeled CD*)

___ Total Number of entries per submitting organization/company

Organizations will be invoiced by UTIC.

** Billboards, direct mail, e-mail promotions, logos, newsletters, booth pictures, print ads and website samples must be mounted on appropriately sized mat or poster board.*

Once your entries have been submitted, you will receive an invoice from UTIC. Payment may be made by credit card or company check.