



1. Overall Instructions and Deadlines

The Excellence in Promotions Campaign Categories

- Client / Consumer Promotions
- Membership / Non-Profit Marketing
- Awards, Recognition & Engagement
- Event / Tradeshow Marketing
- Self-Promotion

Submission Guidelines:

- Submitted campaigns are to have taken place during 2016.
- Deadline for submissions: December 30, 2016
- Deadline for all collateral (digital images & virtual proofs) December 30, 2016

Instructions:

- Complete this online entry form for each campaign
- After submitting your entry here, please forward clear, digital photographs or virtual proofs of your campaign product(s) to Dana@cpga.biz by December 30, 2016. Don't forget to reference the campaign name or client.
- If you have additional supporting documentation or testimonials regarding your campaign and results, you may also forward it to Dana@cpga.biz .
- You may enter as many campaigns as you wish, but each entry must be submitted separately.



2. Page 2

* Distributor Name

* Individual in charge of program.

* Campaign category:

- Client/Consumer Promotions
- Membership/Non-Profit Marketing (Political, Trade Associations, etc.)
- Awards, Recognition & Engagement (Health & Wellness, Incentive, Safety, etc.)
- Event/Tradeshow Marketing
- Self Promotion

* Client name:

* Type of Business:



3. Page 3

* What was the primary objective of the program?

* What was the client's budget for the program?

* Who was the target audience of the program?



4. Page 4

* What promotional products were used and how were they distributed? Please include highlights of the program such as creativity, strategy, delivery method, etc.

* What results were achieved from the program?



5. Page 5

CPPA may want to publicize submitted campaigns for the purpose of promoting the promotional products industry. The entrant should indicate sensitive information not for public disclosure at the time the entry is submitted.

- CPPA has my permission to share my campaign publicly. (i.e. case history on CPPA website)
- CPPA does not have my permission to share my campaign publicly.

Who to contact about this entry

Name

Company

Email Address

Phone Number

Entries are due by December 30, 2016. Please send pictures to Dana@cpga.biz by December 30, 2016.

Campaigns will be evaluated and winners determined by an independent panel of industry professionals outside of the CPPA membership.

Winners will be announced at the Peake Awards Celebration on January 31, 2017

Questions - contact Dana Geiger at Dana@cpga.biz.