



The Third Annual Utah Tourism Advertising & Marketing Contest

The Utah Office of Tourism and the Utah Tourism Industry Coalition announce the Third 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 Wednesday, May 14, at the Hilton Salt Lake City Center, Salt Lake City, Utah. Each entry will cost \$25 and organizations may submit a total of five entries.

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 separate sample must be provided for each entry.

Please label the back of each sample with company name, budget, and category.

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

All entries must have appeared or been used between Jan. 1, 2007 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 11, 2008.

MAIL ENTRIES TO:

Rebecca Katz
Utah Office of Tourism
Council Hall
300 N. State Street
Salt Lake City UT 84114
Tel: (801) 538-1479
Fax (801) 538-1399

DEADLINE
April 18, 2008

ENTRY INFORMATION

COMPANY NAME: _____

CONTACT: _____

TELEPHONE: _____

E-MAIL: _____

Check your categories:

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

Annual 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
- ___ 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

___ Total amount to be invoiced

One form per entry, each entry will be invoiced by UTIC for \$25.

** 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.