

agency showcase



A **spirited competition** spotlighting
bright ideas exhibited by park, recreation
and conservation agencies

This Year's Entry Categories:

- Brochure Series - Print
- Brochure Series - Virtual
- Integrated Photography
- Large-Format Marketing
- Logo Design
- Marketing Campaign
- Paid Advertisement
- Print Communication - Informational
- Print Communication - Promotional
- Social Media Campaign
- Video - Long Form
- Video - Short Form
- Website

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Presented by



REGISTRATION DEADLINE IS MONDAY, DECEMBER 19 | SPACE IS LIMITED, SIGN UP TODAY!



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.

Presented by Vermont Systems, the 2022 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 participants will receive a ballot at check-in for the People's Choice Award to vote for your favorite agency's display.

Division 1: Agency Showcase

Select eight out of the 13 categories and create a tabletop display that will be scored alongside your individual entries. 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 the individual category division. Each score 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. There will be one outstanding submission recognized in each category.

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 overall guidelines for all entries outlined on the next page.**

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 Taskforce Chair, Jessica Cannaday, at jcannaday@communityparkdistrict.org.

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

Agency Showcase presented by



C&M Social sponsored by



Categories sponsored by

A5 DIGITAL + BRANDING

CAMPFIRE CONCEPTS

COMED ENERGY EFFICIENCY PROGRAM

ILLINOIS PUBLIC RISK FUND

RAM COMMUNICATIONS INC.

REC STAR CONSULTING

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 Conference Program Guide and on Agency Showcase signage; name and link on the conference website and in the Agency Showcase eblast sent to all members; and name announced at the IPRA C&M Awards Social.

Investment is just \$150!

To secure your sponsorship opportunity, contact Joan Scovic at jscovic@nbparks.org or 847-291-2960.

Elk Grove Park District, Illinois

Making Parks and Recreation Management a Walk in the Park

With a population of 38,000 people, 42 parks (including a water park), and a variety of centers, the Elk Grove Park District offers a lot of opportunities for their community. And like most districts, they face a variety of challenges from limited budgets to labor. See how Vermont Systems helps them overcome hurdles and bring the fun to their patrons.

Watch a peer video and get all of the details here:



"Vermont Systems is a great company. Park District budgets are limited and have to balance cost and value. My opinion is we receive good value for the cost of RecTrac."

SUZETTE SCHWARTZ | Application Administrator, Elk Grove Park District



Events & Classes



Sports & Leagues



Facilities & Equipment



Shops & Concessions



Mobile Solutions

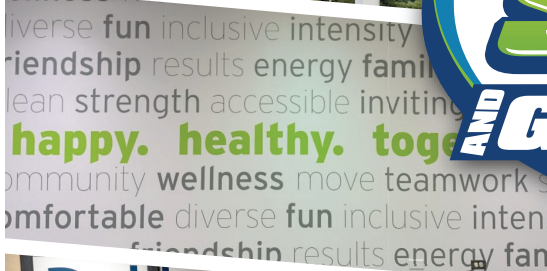


Payment Processing

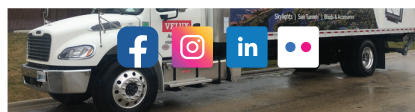


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General Entry Rules

There is a 20 point deduction for submissions that don't follow guidelines

- Each agency is responsible for bringing their entries to conference and setting them up. Set up is 8-9:30 AM on Thursday, January 26, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.
- Certain categories require electronic submission in December - read each category description carefully.
- All entries must have been created during the 2022 calendar year (January 1 to December 31).
- Exceptions should be noted in the description.
- **Label your entry with your District's name.**
- If entries are double-sided, mount both sides on black foam board.
- All descriptions should be in 12 point, legible, font. Requirements for each category's description content can be found in the specific guidelines for that category. The description is your opportunity to provide background on your agency, including if you have in-house work, contracted out work, etc.
- **The completed entry form and payment must be received by Monday, December 19, 2022.** Online registration via ilpra.org is preferred. Checks should be made to IPRA, 536 East Avenue, LaGrange, IL 60525.

Division 1: Agency Showcase

- Agency Showcase entries must have two copies for each category in which you enter - one to be integrated in the display for Agency Showcase and the other mounted for individual categories. Exceptions will be noted in the description.
- Displays must be set up in Grand Hall by 9:30 AM on Thursday, January 26.
- Displays must be removed between 4:00-5:00 PM on Friday, January 27. 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 9:30 AM on Thursday, January 26.
- Individual entries must be removed from the exhibit hall between 4:00-5:00 PM on Friday, January 27. Items remaining after 5:00 PM will be properly disposed of. Please do not remove items prior to the scheduled pick-up time.

Awards and Recognition

- The 1st, 2nd, and 3rd Place Overall Agency Showcase winners and the outstanding submission winners for each category will be presented during the C&M Section Meeting on Thursday, January 26, 2023, at 5:15 PM.
- The winners of the People's Choice Award / Best in Show will be announced during the IAPD Annual Business Meeting on Saturday, January 28, 2023, at 3:30 PM.
- Friday, January 27, notification will be displayed on the outstanding submission for each category. All entries will be on display in Grand Hall until 4:00 PM.

Judge score sheets and feedback not picked up at the Annual Meeting will be available for pick-up at Conference Headquarters until the end of conference.

Register Early!
Only 13 spots available.

agency showcase 2022

Overall Agency Showcase

Submission Guidelines

What to Enter

The Overall Agency Showcase competition includes the scores from your individual submissions plus a table top display.

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 AM and 9:30 AM on Thursday, January 26 in Grand Hall MN at Hyatt Regency.
- A 350-word or less explanation should indicate how all of the items on the table work together to create a unified marketing message or brand.
- Be sure to integrate each of your eight category entries into the display. Display items do not need to be mounted or bound.
- We will provide and assign you a 6 foot x 30 inch table the day of the competition.
- Tables will be draped and skirted.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.
- 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.

How Entries are Judged

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

This category is one ninth of your Overall Agency Showcase Score.

Note: For Social Media, Videography, Virtual Program guides and Website categories, display a screenshot of your submission.



A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Brochure Series - Print

SPONSORED BY REC STAR CONSULTING

What to Enter

Brochures created for the 2022 brochure year (including camp or other specialty brochures if applicable).

How to Enter

- A 200-word or less explanation should describe the design process, budget information, printing costs and cost per piece. Paperclip explanation to one brochure. **Only one brochure issue will be judged on content. Indicate your selection below the guide description for example "Summer 2022."**
- 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.

Entries are Judged

Entries will be judged as a series, not individually.

| | |
|----------------------|-----|
| Writing | 25% |
| Layout Design | 25% |
| Cover Design/Concept | 25% |
| Organization | 25% |

Want to know what you did well, and where you can improve?

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Brochure Series - Virtual

SPONSORED BY COMED ENERGY EFFICIENCY PROGRAM

What to Enter

Virtual brochures created for the 2022 brochure year (including camp or other specialty brochures if applicable).

How to Enter

- A 200-word or less explanation should include the design process, virtual guide hosting location, views and publication frequency.
- When submitting virtual guides, mount screenshots of the virtual guide on one black foam board not to exceed 11" x 17", per guide, for display. A copy of the description should be mounted on the backside of the first display piece.
- **Only one brochure issue will be judged on content. Indicate your selection below the guide description for example "July Virtual Guide 2022."**
- A minimum of two issues, in their entirety, must be submitted, no more than four issues total.
- Virtual guides must be a minimum of 4 pages in length.

Virtual Submissions must be received electronically by Thursday, January 5

DEADLINE

Entries are Judged

Entries will be judged as a series, not individually.

| | |
|----------------------|-----|
| Writing | 25% |
| Layout Design | 25% |
| Cover Design/Concept | 25% |
| Organization | 25% |

Want to know what you did well, and where you can improve?

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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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 integrated manipulated or edited photos are also welcome. Photo may be taken during years prior, however, marketing piece must be created in 2022.

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 integrated into the design.

How to Enter

- A 200-word or less explanation should be submitted including credit to the photographer, technique, objectives and results of the entry.
- 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".
- A copy of the explanation should be mounted on the backside of the display piece.

How Entries are Judged

Entries will be judged on creativity, composition and technical quality.

| | |
|-------------------|-----|
| Creativity | 25% |
| Composition | 50% |
| Technical Quality | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Large-Format Marketing

What to Enter

One large-format marketing piece created during the 2022 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

- A 200-word explanation should be submitted describing the actual size, location, medium and application of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the description should be mounted on the backside of the display piece.

How Entries are Judged

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

| | |
|-------------|-----|
| Strategy | 25% |
| Originality | 25% |
| Design | 25% |
| Copy | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Logo Design

What to Enter

One logo created or updated during the 2022 calendar year.

How to Enter

- A 200-word or less explanation should be submitted describing the rationale behind the design.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the explanation should be mounted on the backside of the display piece.
- Please display a full color application, as well as a white background and a dark background application on your board.

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% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Marketing Campaign

SPONSORED BY CAMPFIRE CONCEPTS

What to Enter

Marketing campaign collateral created and executed during the 2022 calendar year. Entries must include a minimum of five marketing pieces that were utilized in a marketing campaign. The two fundamental themes of repetition/exposure and measurement/quantitative results should be considered.

How to Enter

- A 350-word or less explanation should be submitted summarizing the campaign goals, effectiveness, and results. The summary should include budget information.
- Entry should be no larger than 8.5x11, bound and brought for display, including at least five marketing pieces.

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% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Paid Advertisement

What to Enter

One paid advertisement that ran during the 2022 calendar year. Ads may have been placed in any media outlet including but not limited to print, web, radio, social media, or TV.

How to Enter

- A 200-word or less explanation should be submitted describing the objectives and results of the entry, including return of investment.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

How to Submit if the Piece was Electronic in Nature

Electronic submissions must be received by Thursday, January 5

DEADLINE

- You must upload **one PDF** file that includes the description and either the advertisement itself or a link to access the piece from a website to: **http://dbinbox.com/agency_showcase**.
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Your file should be labeled as follows:

File Name

Paid Advertisement Submission - Your Agency Name.

How Entries are Judged

| | |
|--------------------|-----|
| Impact/Results | 25% |
| Copy | 25% |
| Call to Action | 25% |
| Creative Execution | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Print Communication (Informational)

What to Enter

One printed communication piece that was created during the 2022 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

- A 200-word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multi-page documents, paperclip the explanation 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% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Print Communication (Promotional)

What to Enter

One printed communication piece that was created during the 2022 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

- A 200-word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multipage documents, paperclip the explanation to the document.

How Entries are Judged

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

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

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Social Media Campaign

SPONSORED BY A5 BRANDING + DIGITAL

What to Enter

A minimum of one and a maximum of four social media outlets utilized for a specific campaign executed during the 2022 calendar year. Incorporation of paid social content may be included in this category.

How to Enter

- A 250-word or less description and hyperlinked URL in one PDF document should be submitted electronically describing the length of the campaign, objectives, strategy and results of the entry.
Entries must include a specific date range for judges to review.
- Screenshots of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

Submissions must be received electronically by Thursday, January 5

DEADLINE

- You must upload **one PDF** file that includes the description, screenshots, and links to the social sites utilized in 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.

Your file should be labeled as follows:

File Name

Social Media Campaign Submission - Your Agency Name.

How Entries are Judged

Entries will be judged on the effectiveness of the message, overall quality and creativity.

| | |
|-------------------------|-----|
| User Engagement/Results | 25% |
| Messages/Content | 25% |
| Frequency/Exposure | 25% |
| Creativity | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Video - Long Form

What to Enter

One video produced and disseminated during the 2022 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

- A 200-word or less description and hyper-linked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry. Description should include project budget, equipment, and editing tools used.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Your file should be labeled as follows:

File Name

Video Long Form - Your Agency Name.

Submissions must be received electronically by Thursday, January 5
Send entries to http://dbinbox.com/agency_showcase.

DEADLINE

How Entries are Judged

Entries will be judged on overall design, visual appearance, graphics and grammar as well as the overall strategic approach, measurable results, and creativity of the video.

| | |
|-------------------------------------------|-----|
| Overall Concept/Visual Appearance/Content | 25% |
| Creativeness and Copy | 25% |
| Overall Strategy | 25% |
| Measurable Results | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Video - Short Form

SPONSORED BY RAM COMMUNICATIONS INC.

What to Enter

One video produced and disseminated during the 2022 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

- A 200-word or less description and hyper-linked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry. Description should include project budget, equipment, and editing tools used.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Your file should be labeled as follows:

File Name

Video Short Form - Your Agency Name.

Submissions must be received electronically by Thursday, January 5

Send entries to http://dbinbox.com/agency_showcase.

DEADLINE

How Entries are Judged

Entries will be judged on overall design, visual appearance, graphics and grammar as well as the overall strategic approach, measurable results, and creativity of the video.

| | |
|-------------------------------------------|-----|
| Overall Concept/Visual Appearance/Content | 25% |
| Creativeness and Copy | 25% |
| Overall Strategy | 25% |
| Measurable Results | 25% |

A 20-point deduction will be taken for submissions that do not follow the guidelines.

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.

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Website

SPONSORED BY ILLINOIS PUBLIC RISK FUND

What to Enter

A website maintained by or for any entity of your Agency. Websites **do not** have to be developed or launched in 2022.

How to Enter

- A 200 word or less explanation describing the target markets, objectives, usage, and site features, as well as a hyperlinked URL to your website should be included in one PDF document and submitted electronically. Site features can include but are not limited to, registration, brochure download, e-mail sign up, shopping carts, contact information, streaming video, live chat and photo galleries.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

Website Submissions must be received electronically by Thursday, January 5.



DEADLINE

- You must upload **one PDF** file that includes the description and hyperlinked URL to your website to: **http://dbinbox.com/agency_showcase**.
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Your file should be labeled as follows:



File Name

Website Submission - Your Agency Name.

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% |

A 20 point deduction will be taken for submissions that do not follow the guidelines.

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.

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Registration Form

Registration deadline is Monday, December 19, 2022. Online registration via ilpra.org is preferred. Checks should be made to IPRA and should be mailed with registration form to IPRA, 536 East Avenue, LaGrange, IL 60525.

AGENCY _____

CONTACT NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

E-MAIL _____

METHOD OF PAYMENT

☐ CHECK (Payable to IPRA) ☐ VISA ☐ MASTERCARD TOTAL \$ _____

CARDHOLDER'S NAME _____

CREDIT CARD # _____

BILLING ADDRESS _____

ZIP CODE _____

EXPIRATION DATE _____

3 DIGIT CVC # _____

SIGNATURE _____

Choose one of two divisions: Only one submission per category will be accepted.

☐ Division I: Agency Showcase

\$175 (Choose 8 categories)

- ☐ Brochure - Printed
- ☐ Brochure - Virtual
- ☐ Integrated Photography
- ☐ Large-Format Marketing
- ☐ Logo Design
- ☐ Marketing Campaign
- ☐ Paid Advertisement
- ☐ Print Communication (Informational)
- ☐ Print Communication (Promotional)
- ☐ Social Media Campaign
- ☐ Videography - Short Form
- ☐ Videography - Long Form
- ☐ Website

☐ Division II: Individual Categories

\$95 (Choose 1 to 4 categories)

- ☐ Brochure - Printed
- ☐ Brochure - Virtual
- ☐ Integrated Photography
- ☐ Large-Format Marketing
- ☐ Logo Design
- ☐ Marketing Campaign
- ☐ Paid Advertisement
- ☐ Print Communication (Informational)
- ☐ Print Communication (Promotional)
- ☐ Social Media Campaign
- ☐ Videography - Short Form
- ☐ Videography - Long Form
- ☐ Website

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.

IAPD and IPRA are not responsible for lost or stolen items | ilparksconference.com



You're Invited!

C&M SOCIAL, AGENCY SHOWCASE AWARDS AND C&M ANNUAL MEETING

THURSDAY, JANUARY 26 AT 5:15 PM

LOCATION TBA

Cash bar and appetizers • Meet the judges

The 1st, 2nd and 3rd Place Overall Agency Showcase winners announced

Outstanding submission winners for each category will be announced

C&M SOCIAL SPONSORED BY

