

## About the EMAs

The Excellence in Marketing Awards (EMAs) are designed to recognize outstanding achievement in marketing communications by professional service firms in the Chicagoland AEC industry. Modeled after the SMPS National Marketing Communications Awards, the program provides an opportunity for firms to showcase their best marketing practices.

## Entries and Eligibility

SMPS Chicago's EMAs will honor 1st, 2nd and 3rd Place overall for excellence in marketing communications. The top score will also receive "Best In Show".

*What can be submitted?* Suggested submittal ideas are listed below are eligible. The material must have been published or issued between June 2019 and July 2021.

- Advertising
- Annual Report
- Book/Monograph
- Brochure
- Corporate Identity
- Direct-Mail Campaign
- Feature Writing
- Holiday Piece
- Internal Communications
- Magazine
- Media Relations
- Newsletter
- Promotional Campaign
- Recruitment & Retention
- Social Media
- Special Event
- Specific Project Marketing
- Trade Show Marketing
- Video
- Web Site

Any SMPS Chicago member is eligible to nominate a firm. Outside consultants utilized to develop materials (i.e. print shops, photographers, copywriters, etc.) should be identified in the Clarification Statement.

## Evaluations

Entries are evaluated by the SMPS Chicago Executive Advisory Panel (EAP).

## Benefits of Participating

- Industry recognition for your firm
- Expert feedback on your firm's marketing practices from executive-level A/E/C industry professionals (EAP)
- Enhancement of your firm's brand and positioning
- Inspiration for future campaigns
- Complimentary attendance at Annual Meeting

## Entry Requirements

Complete application and pay [HERE](#).

- One entry per submittal
- Payment for online entries must be made at the time of submission

Submittals are to include the following:

1. Clarification Statement (one for each entry): Clarification Statements should not exceed two pages, single-sided per entry and should be typewritten. Your Clarification Statement should include the following:
  - Marketing Objective (including goals, target audience, and what you hoped to achieve with the piece)
  - Research, Planning, and Implementation
  - Results
  - Budget/Actual Cost/Cost per Unit
  - Outside Consultant(s) Used
2. Exhibits/Examples: Upload with Clarification Statement (if applicable). If your submittal includes links, please provide them in your Clarification Statement
3. Entry Fee:
  - Members - \$50 for first entry; \$25 for each additional entry
  - Non-Members - \$65 for first entry; \$30 for each additional entry

## Recognition

Winners will be recognized at the SMPS Chicago Annual Meeting in the August.

- 1st Place - \$400 Gift Card
- 2nd Place - \$200 Gift Card
- 3rd Place - \$100 Gift Card
- All winners will receive letters of recognition sent to their superior and recognition on SMPS Chicago's web site and social media platforms

*Note: Each submitter will receive one (1) complimentary ticket to the Annual Meeting.*

## Submittal Instructions and Deadline

- Submittal Deadline: 12 p.m. CST on Friday July 16th, 2021
- Please submit via email to Maura Buechner at [mbuechner@weoneil.com](mailto:mbuechner@weoneil.com) OR submit hard copy to:

Maura Buechner  
W.E. O'Neil Construction  
1245 West Washington Blvd.  
Chicago, IL 60607