

AALL Excellence in Marketing Award Entry Form

Instructions

Please review the [Award Guidelines](#). Be certain the material or activity fits one of the entry categories established. When answering questions below, specify how the promotional item or activity was advertised or promoted. Be specific and describe as fully as possible the extent of your marketing efforts. This is critical. Use additional paper to fully answer questions. Include with your entry all supporting documentation such as testimonials, photographs, surveys, statistics, other awards of recognition, newspaper clippings, etc. There are no restrictions on the number of entries an applicant may submit in any one award category, but each entry must be mailed separately. By submitting an entry, applicants grant the American Association of Law Libraries full rights to publish, reproduce, and publicize entries in any paper or electronic publishing format. [See guidelines](#) for clarification. **Entries must be postmarked by February 1.**

Name of Library or Organization

Address

City/State/Zip

Name of Contact Person

Telephone Number

E-mail Address

For statistical purposes only, we request the following information:

Check the box that best designates the type of library or group you represent.

Individual Law Firm Academic County Court Chapter SIS Other

Check the box that defines the size of library staff at your institution or group.

1-2 3-5 6-10 11-15 16-20 21-30 Other

Answer the following questions:

1. How many individuals were involved in the project?

2. Was a professional consultant or expert used in creating or conducting the promotional work or activity? Yes No

3. Are you also submitting your entry for the Law Library Publications Award? Yes No

4. How did you learn about the AALL Award?

Award categories--check one.

Best Brochure Best Newsletter Best Campaign Best PR Tool Kit Best Use of Technology

Use additional paper to fully answer the questions listed below.

1. Title of entry/materials.
2. What was the goal of the promotional material or activity?
3. Explain how the material(s) or activity was promoted, advertised, and utilized.
4. What was the response of the target audience?

Signature (required)

(Grants AALL the full rights to publish, reproduce, and publicize entries.)

**Submit four (4) copies of your application and each of your entries.
Entries must be postmarked by February 1 to:**

Hannah Phelps, Membership Services Coordinator
AALL, 105 W. Adams Street, Ste. 3300, Chicago, IL 60603
Phone (312) 939-4764 Fax (312) 205-8018 E-mail hphelps@aall.org