

SUBMIT.



Please.

Austin Addys 2007

Somebody wins. Somebody loses. Nobody's bored.

ADVERTISING

is a rough business.

You go 'round and 'round, trying to fight through the pack. Somebody a lot bigger knocks you off your feet. You get spanked a couple of times. A teammate reaches back and pulls you alongside, gives you a boost to help you break through. Even after you've dodged all the flying elbows, you have to go 'round and 'round again, even faster because someone from the other team is right on your heels. But when you pass the pack this time, you score. Big. The crowd erupts. You smile and take your victory lap, savoring the sweetness of the moment. Until someone comes along and knocks you over the railing. But that's okay, because at least for one night, you know you were the baddest of the bad. **And you've got your ADDY to prove it.**

Get yours. Here's how.

- Visit austinaddys.com. Link to the competition site and log in as an entrant.
- Choose the category for your entry(ies) from the list.
- Follow the drop down menus to enter your information. Make sure you credit the members of your creative team, so that they'll be recognized in press releases and AAF winner publications.
- Follow the instructions on the site for proper preparation of entries. Download a PDF of the rules, categories, etc. at austinaddys.com.
- **Submit your entries at the Call for Submissions:**

Thursday, December 14, 2006
3:00 to 7:00 p.m.
UT College of Communications Lobby
25th & Whitis (one block east of Guadalupe)

- Do NOT submit original or irreplaceable artwork. It will not be returned.
- **All entries must:**
 - * Meet all eligibility and deadline requirements.
 - * Be entered in the correct category and be correctly identified.
 - * Include a complete and signed entry form.
 - * Conform to defined submission requirements.
 - * Conform to all copyright laws.
 - * All work entered in the ADDY® competition must have first appeared in the media between January 1 and December 31, 2006.

Entry Fees

Ad Fed Member: \$65 per entry

Non-members: \$95 per entry

To join or renew your membership, call 997-9994 or visit austinadfed.com

Students: \$25 per entry (student categories only)

Student winners earn ADDY Certificates. Trophies are available for \$50 each.

Late entries: \$25 additional per entry through 4:00 p.m. Wednesday, December 20, 2006. Must be delivered to Hempstead Associates, 5750 Balcones Drive, Suite 201, Austin, TX 78731, with proper manifest, completed entry forms, and a check payable to the Austin Advertising Federation.

Auto-forwarding

If your entry wins a Gold ADDY® at the Austin show it will be automatically forwarded to the district competition with fees paid by the Austin Ad Fed. Should the entry win Gold at the District level, it will be forwarded to the national competition with fees paid by the District.

If you win a Silver ADDY® at the Austin or District level, you can compete at the next level of competition by paying the forwarding fee of \$95. Make sure you check the "auto-forward" box when registering, indicating that you wish to be billed for the corresponding forwarding entry fees.

Call For Submissions

Thursday, December 14, 2006

The 2007 Austin ADDY Awards Show

Advertising's best and
brightest, barbecue,
beverages and the
Lonestar Rollergirls.

All in one night, all in
one place. You can't
lose, even if you
don't win an ADDY.

show date:

Friday, February 23, 2007

time:

Gallery viewing: 7 pm
Show begins: 8 pm

location:

The Crockett Center
10601 N. Lamar Blvd.

Then join us at Molotov for a private after-party!

tickets:

Purchase online at austinaddys.com or call 997-9994
Individual: \$45
Package of 10: \$400
Students: \$25 with ID

**BUY YOUR TICKETS
WHEN YOU DROP OFF
YOUR ENTRIES AND
SAVE 10%!**

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