

THE 2023 ICAS Marketing Competition



The annual ICAS Marketing Competition is designed around two simple, but important goals:

1 TO RECOGNIZE OUTSTANDING ACHIEVEMENT IN MARKETING BY ICAS MEMBERS

2 TO EXPOSE OUR MEMBERS TO THE WIDE SPECTRUM OF CREATIVE IDEAS THAT HAVE PROVEN SUCCESSFUL FOR THEIR PEERS.

After a successful return to last year's convention, the ICAS Marketing Competition is back for 2023. ICAS is providing another tool for air show professionals to see examples of best practices among all segments of the ICAS membership.

For you, it's an opportunity to show the industry what you've done and measure your organization's marketing materials against the best that the rest of the air show industry has to offer. The 2023 ICAS Marketing Competition will again include a new round of changes with the combination of several categories and the addition of 'Best Intra-industry Marketing Program.' Additionally, entries are encouraged to include the budget for the program to be taken into consideration by the judges. Please review the entry registration materials carefully.

Early this fall, ICAS will convene a panel of subject matter experts to judge entries. First and Second Place recipients in each category will be announced and recognized at the ICAS Innovation Recognition Luncheon on Wednesday, December 6, 2023.

SUBMISSION DEADLINE: FRIDAY, SEPTEMBER 29, 2023

Materials submitted for consideration must have been used for promotional purposes during the 2023 air show season. The only exception is if your 2022 air show occurred after September 30, 2022 AND you did not submit your materials in 2022 in which case you may submit those materials in 2023. If your event is scheduled to occur after September 30, 2023, you have two options. You may enter your promotional materials this year OR you may opt to submit them in 2024.

Rules, Regulations & Submission Criteria

1. The ICAS Marketing Competition is open to members of the International Council of Air Shows whose membership is in good standing.
 2. The deadline for entries is Friday, September 29, 2023. All submissions must be submitted digitally not later than 5:00 p.m. EDT on Friday, September 29, 2023. Late entries will not be considered. If you believe that the end of September will be a busy time for you, ICAS encourages you to submit your entry earlier in the summer.
 3. All entry materials must be submitted via email using the procedure outlined in this document. Physical copies of entry materials cannot and will not be considered.
 4. A separate entry form must be submitted with each item that you enter.
 5. Each member may submit a maximum of two (2) entries per category. Members with multiple shows, such as producers and support service providers, are also subject to this limit and are encouraged to have their client shows submit marketing materials directly. Members submitting more than two entries per category will have two entries selected arbitrarily to be considered for judging.
 6. Submission of your entry constitutes an agreement to abide by all the competition rules and regulations.
 7. Decisions of the judges are final.
 8. Specific criteria for each submission category are detailed below. Please be sure your submission follows the criteria outlined here to avoid disqualification of your entry. ICAS cannot place calls to entrants to request information omitted from the Entry Form or clarify information provided.
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ENTRY CATEGORIES

Best Overall Air Show Marketing Plan

This entry category will assess the overall quality and effectiveness of an air show's marketing plan. Unlike the other event organizer categories in the ICAS Marketing Competition, the "Best Overall Air Show Marketing Plan" category will not be divided into small and large event sub-categories.

Entrants are asked to provide a narrative description of not more than 1,500 words that addresses the following marketing issues:

- overall air show budget;
- marketing budget;
- types of marketing tools used to promote air show attendance;
- percentage of budget spent on each type of marketing tool;
- information on trades or bartering done to decrease expense and/or increase marketing impact;
- cross promotions;
- integration of new media/social networking as marketing tools;
- information on how this year's marketing efforts do or do not differ from those of years past;
- marketing impact of sponsorship relationships and media partnerships (if any); and
- data/statistics that quantify the impact of this year's marketing efforts vs. prior years. (Note: it is especially important that entries in this category include as much relevant data as possible to help quantify the impact and success of your marketing plan.)

Entrants are encouraged to include digital samples of different elements of the marketing campaign, including website links, promotional videos, social media advertising, and legacy media tools (newspaper ads, radio spots, television commercials).

Website Design

Entries will be judged on innovation, accessibility, ease of navigation, overall attractiveness and composition, copywriting, sponsor visibility (if appropriate), and effectiveness as a marketing tool for the event, performer or support service provider. Entry must include a URL address for the website being entered.

Social Media Marketing Campaign

Entries will be judged on innovation, effectiveness, efficiency, and the clear presentation of data and statistics that explains the campaign and summarizes its results. Judges will pay particular attention to how the campaign helped to sell more tickets and/or increase show attendance. Awards in the Social Media Marketing Campaign category will be awarded for small and large shows. Entry must include samples and/or links to the key elements of the campaign, as well as a narrative description of what you did and how it worked.

Legacy Media Advertisement

Entries in this category may include newspaper ads, radio spots or television commercials. Entries will be judged on the effectiveness of the entry as a marketing tool for the event, creativity, overall attractiveness, copywriting, design, type, graphics, copywriting, quality of sound, quality of video production, and overall impact. Awards in the Legacy Media Advertisement category will be awarded for small and large shows. Entry must include a pdf or jpg copy of the newspaper ad, an audio file with a recording of the radio spot, or a video file in .mov or mp4 format of the television commercial.

Industry Advertisement

Entries in this category may include magazine ads or promotional videos promoting an air show product or service. Entries will be judged on creativity, overall attractiveness, design, composition, type and graphics, copywriting, quality of sound, quality of video production, and effectiveness as a marketing tool for performers or support service providers. Awards in the Industry Advertisement category will be awarded for performers and support service providers. Entry must include a pdf or jpg copy of the magazine ad or a .mov or mp4 file for the promotional video.

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2023 ICAS MARKETING COMPETITION ENTRY FORM

A copy of this form must accompany your submission. Type or print clearly. Use one form for each entry.

ICAS ORGANIZATION NAME: _____

ICAS MEMBERSHIP #: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE/PROVINCE, ZIP/POSTAL CODE, COUNTRY: _____

PHONE _____

EMAIL _____

Entry Category for this Submission

Best Overall Marketing Program

Website

Social Media Marketing Campaign

Legacy Media Advertisement

Industry Advertisement

ENTRY DESCRIPTION:

EVENT ATTENDANCE SIZE:

For Event Organizers

Entries must be received at the ICAS office by 5:00 p.m. EDT on Friday, September 29, 2023

Email entries to emily@airshows.aero

(Use a separate piece of paper if necessary to describe your entry)

ENTRY PROCEDURES

Please follow the entry procedures carefully and as explained below to ensure that your entry/entries are processed properly and so that judges may consider your entry on its merits.

- **All entries must be emailed to icas@airshows.aero not later than Friday, September 29, 2023 at 5:00 p.m. EDT.**
 - The subject line of the email must say, "Marketing Competition Entry" followed by the name of your organization in the subject line.
 - An entry form and digital copies of all relevant support materials must be sent as attachments to this email.
 - If your organization submits more than one entry, please use one email per entry. Please do NOT submit entry materials for more than one entry in any one email message.
 - If the total size of attachments exceeds 12MB, please use a file sharing app or software to compress your files.
 - When we receive your entry, we will send a confirmation receipt email back to you.
- **Each entry you submit must include one (1) entry form.**
 - Please type or print clearly.
 - You may scan or photograph the entry form to submit it digitally.
 - This scanned or photographed entry form should be one of the attachments to your entry email message.
- **In addition to the entry form and any relevant support materials, each entry must include one (1) narrative/essay explaining your entry. The narrative/essay may be as long as two pages long using a font size of 10 point or larger.**

If you have any questions about meeting the submission criteria, please contact ICAS as early as possible in your preparation. Submissions not meeting the criteria will be disqualified.

For additional information, contact ICAS Headquarters at 703-779-8510 or email aglowaski@airshows.aero with questions.

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