



## HOW TO ENTER

Have a marketing innovation that you would like to see recognized? The MAX Awards (Marketing Awards for Excellence) honor outstanding new products, new services or new ways to market that have been developed or launched by Georgia-based companies in 2009. The 18<sup>th</sup> Annual MAX Awards competition is presented by the Georgia State University J. Mack Robinson College of Business Department of Marketing and Atlanta Business Chronicle. All proceeds from entry fees are used to support an Outstanding Minority Marketing Student Scholarship Fund.

For more information about entering your innovation, please see the steps below:

### 1. Complete the Entry Form

We are accepting entries for the 2009 MAX Awards. To begin the process, print out the MAX Awards entry form, below.

For more information, please call 404-413-7690, email [maxawards@gsu.edu](mailto:maxawards@gsu.edu), or visit [maxawards.com](http://maxawards.com).

### 2. Send in Entry

After completing the entry form and responding to the criteria, return your entry package, along with any related materials and the entry fee by 12/10/09; late deadline by noon 12/17/09. Please make checks payable to the Georgia State University Foundation or you may [pay by credit card online](http://gsu.kintera.org/maxawardsendry) at <http://gsu.kintera.org/maxawardsendry>.

Send your entry to:

Georgia State University  
J. Mack Robinson College of Business  
Department of Marketing  
35 Broad Street  
Suite 1300  
Atlanta, GA 30303

### 3. Finalists Announced

Entries are judged by the GSU Marketing RoundTable, comprised of top marketing executives of major Atlanta companies. Finalists are announced in late January and winners will be honored at a breakfast event to be held on February 26, 2010 at the Georgia Aquarium.



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## MAX Awards Entry



The MAX Awards (Marketing Awards for Excellence) honors outstanding new products, new services or new ways to market that have been developed or launched by Georgia-based companies in 2009. Your entry will be judged on the following criteria:

### 1. Innovation

- Describe your innovation and how it is cutting edge.
- How was your strategy and positioning a departure from the norm?
- How has your entry pioneered a new market or restructured an existing one?

### 2. Marketing

- How is it supported by great marketing?
- Describe any innovative marketing techniques used.

### 3. Success

- What evidence is there that your innovation has staying power and is or will be a financial success (quantify)?
- How will it enhance the consumer's life, improve the business person's efficiency, or work for the general good of society?

In your entry, briefly address each of the three judging criteria for your new product, new service or marketing innovation. A typical entry is 2 to 3 pages long. Any printed pieces about your entry would be helpful to our judges. The deadline to receive entries is December 10, 2009. There is an entry fee of \$100. Late entries are accepted until noon December 17, 2009 with an entry fee of \$150. All of the proceeds from the entry fees will be used to support an Outstanding Minority Marketing Student Scholarship fund. Checks should be made payable to the Georgia State University Foundation or you may [pay by credit card online](http://gsu.kintera.org/maxawardsendry) at <http://gsu.kintera.org/maxawardsendry>. (Note: The University is closed December 21 - January 4).

Product/Service/Innovation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Submitting  
Entry(if different): \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

The innovation was developed by a Georgia company.  Yes  No

The innovation was developed and/or launched in 2009.  Yes  No

Please mail your entry form, entry fee if paying by check, and all additional information and materials to: Georgia State University, J. Mack Robinson College of Business, Department of Marketing, 35 Broad Street, Suite 1300, Atlanta, GA 30303. For more information, please call 404-413-7690, fax 404-413-7699, email [maxawards@gsu.edu](mailto:maxawards@gsu.edu) or visit <http://www.maxawards.com>.



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