

## 10 Tips for Entering Your Bright Ideas in the [2010 HSMAI Adrian Awards Competition](#)

Enter your best travel advertising, public relations, and digital marketing efforts in the 2010 HSMAI Adrian Awards, which honor the most ingenious and forward-thinking sales and marketing campaigns in the travel industry. Enter by August 27 to take advantage of early entry rates.

### Entry Tips:

1. Start early and brainstorm entries with project staff and/or clients.
2. Review the entry requirements.
3. Review acceptable media formats and category file requirements with your graphics team or media agency and begin the entry process now.
4. Save your "Statement of Communications" answers in a Word file for future reference.
5. Provide qualitative and/or quantitative results for each entry. The judges review this carefully in the judging process - so be sure to share your available data.
6. Be clear, concise, and proofread your entries.
7. Use graphics/media effectively to reinforce your story.
8. Submit payment for all entries and check the "Submit for Judging" box on each entry form.
9. Be aware of entry deadlines.
10. Contact HSMAI should you have any questions at 703-506-3297 or [Adrianawards@hsmail.org](mailto:Adrianawards@hsmail.org).