

# Introducing the QP's!

Hollywood has the Oscars®, television has the Emmy's®, and we have the QP's! The QP's celebrate excellence in marketing and advertising executed by QualityPro pest control companies. It's your chance to be recognized for your marketing and co-branding efforts, learn new approaches to make your future efforts even better, and gain some additional publicity for your business and our industry.

QualityPro is soliciting advertising in the below categories. All submissions will be judged and winners will be announced at the QualityPro Marketing Summit on July 23, 2009, in conjunction with NPMA's Academy, at the Sheraton Wild Horse Pass in Phoenix, AZ. We encourage all companies to submit their advertisements that incorporate their involvement in the QualityPro program. Best of luck!

## CATEGORIES OF ENTRY

Entries will be divided into two categories: companies with sales under \$1 million and those that have annual sales of over \$1 million. Feel free to submit as many ads in each category as possible. Categories will include:

### Newspaper/Magazine/Publication Advertising

- Single ad

### Yellow Pages Advertising

- Yellow Pages ad

### Billboards

- Billboard ad

### Direct Mail

- Single piece

### Signage/Displays

- Includes signage/banners, mass transit, fleet graphics

### Radio

- Radio commercial

### TV/Cable Commercials/Internet

- TV commercial, YouTube commercial

### Web Site Design

- Web site design

### Viral Marketing

- Blogs, Facebook, MySpace

## COMPETITION & ELIGIBILITY

The QP's are open to all approved QualityPro members. All entries must be a component of your current marketing plan and strategy. Winning entries will be posted on the QualityPro Web site.

## CRITERIA

Entries will be judged on overall effectiveness of entry; professionalism of message; originality of design and message; and creativity.

To enter, please be sure to:

- Submit your ad in the correct category
- Attach a separate completed entry form for each submission
- Comply with submission requirements
- Satisfy all eligibility requirements

Please remember, entries will not be returned, therefore you are discouraged to send original artwork. All entries must be submitted in a digital format: either via e-mail, CD or DVD. If it is a print ad, please scan into an electronic format. For billboard advertising please submit a digital picture.

Submissions can be e-mailed to [QualityPro@PestWorld.org](mailto:QualityPro@PestWorld.org) or sent to:

### QP's Advertising Contest

10460 North Street  
Fairfax, VA 22030

## DEADLINE

Entries must be submitted by July 1, 2009.

## IMPORTANT NOTE

QualityPro, in conjunction with its independent judges and marketing experts will be presiding over the selection of winners in each category.

## Entry Form

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

- Under \$1 Million in annual sales revenues  
 Over \$1 Million in annual sales revenues

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Percentage of budget this effort represented: \_\_\_\_\_

Statement of purpose and target audience: \_\_\_\_\_

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