

PARTICIPANT INSTRUCTIONS

GUIDELINES FOR THE FORMAT OF THE PROSPECTUS

The participant(s) must prepare examples, in the form of a prospectus, of all forms of advertising media necessary for the campaign. Read carefully and follow the instructions for: Title Page, Recommended Format for the Prospectus and Evaluation of the Prospectus, Checklist Standards, Guidelines for Media Documentation and Written Entry Checklist.

Title Page

The first page of the prospectus is the title page which lists the following:

Name of Event (ADVERTISING CAMPAIGN)
Title of Campaign/Name of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City/State/ZIP or Postal Code
Participant(s) Name(s) and Address(es)
City/State/ZIP or Postal Code
Year

A page number will **not** appear on the title page; however, the title page **does** count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered "2".

Recommended Format for Prospectus and Evaluation of the Prospectus

The body of the prospectus should include:

- I. Objective(s) of the campaign
- II. Identification of target market - primary and secondary markets
- III. List of advertising media selection necessary for the campaign
- IV. Cost estimates
- V. Schedules of all advertising planned
- VI. Documentation of appropriate market area media rates and guidelines (See "Guidelines for Media Documentation")

Special Note: Use the prospectus for support and documentation of presentation.

Checklist Standards

In addition to the items outlined above, participants must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all participants. Points will be deducted for each violation. Refer to the *Written Entry Checklist*.

1. One "official" prospectus and three additional copies (or photocopies) must be submitted. **All four (4) of these must be submitted in official Delta Epsilon Chi (or DECA) folios.** Folios are available from DECA IMAGES (catalog # DEF000). No markings, tape or other materials should be attached to the folios.
2. All four prospectuses **must** be brought to the participant briefing session to be turned in for evaluation according to the *Written Entry Checklist*. This will be kept by the event director and will be given to the judge(s) prior to your presentation.
 - The participant(s) may retain other copies (or photocopies) for their personal reference during the presentation. These do **not** have to be in official folios, will **not** be evaluated, and may **not** be shown to judge(s).

3. The prospectus **must** be limited to ten (10) pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will **not** appear on the title page. The title page **does** count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered “2”.

One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) **are** included in the maximum ten (10) pages.
4. Body copy of the prospectus must be at least double-spaced. Tables, charts, graphs/figures, etc. may be single-spaced. Material may appear on one side of the page only.
5. The prospectus may **not** be handwritten; it must be typewritten or word processed. Tables, charts, graphs/figures, etc. may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
7. Written documentation for media rates and guidelines appropriate for market area **must** be provided. This must be brought to the presentation to the judge(s) to be checked according to the *Written Entry Checklist* and to be available for the judge(s).

GUIDELINES FOR MEDIA DOCUMENTATION

Documentation must be provided to serve as written proof of media rates and applicable guidelines for the appropriate market area (most judges will be from the area where the conference is being held). The purpose of this documentation requirement is to account for differences in clients, media rates, guidelines, etc. that vary from region to region and market to market (i.e. New York City versus Small Town, USA). The documentation is provided to allow your prospective client (judge) to evaluate your campaign with the greatest possible effectiveness given the limited time, and to allow you to best communicate the media portion of your campaign. While you should certainly summarize the media actually used within your ten(10) page prospectus, you still must provide the support documentation (i.e. a copy of the letter sent to you from the radio station or the actual rate book used for your market) from the media company/companies as proof of rates. Any information created by the participants (i.e. summary of media used, description of media used) is **NOT APPROPRIATE** for the media only Appendix or separate Media Documentation.

There are many forms in which you may receive media rates and guidelines for your market, whether it is a few pages faxed from a small radio station, or a media booklet developed and published for a large metropolitan market. The format options for media documentation are as follows. Participants are encouraged to use divider pages or other such methods for clearly identifying media documentation and separating each document. If used within the media documentation, they will not be subject to the written prospectus checklist standards.

1. **MEDIA ONLY APPENDIX** — If your documentation consists only of a few pages and will easily fit in the official folio with your written prospectus, you may choose to include an Appendix for media documentation. If you choose this approach, your media Appendix will **NOT** count as one of the maximum ten (10) pages allowed.

NOTE: If material other than actual media information (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist guidelines.

2. **SEPARATE MEDIA DOCUMENTATION** — If your documentation consists of many pages (it may even be in bound form) and does **NOT** fit in the official folio with your written prospectus, you may choose to provide separate media documentation. If you choose this approach, your media documentation does not need to follow any certain formatting guidelines and will **NOT** count as one of the maximum ten (10) pages allowed.

NOTE: If material other than actual media information (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist.

Remember, as in a real-world situation, it is up to the participants to effectively present their media to the prospective client (judge), given the guidelines and time limits for written documentation and presentation outlined in this publication.

GUIDELINES FOR THE PRESENTATION

Refer to the Evaluation Form.

1. A one- (1-) page position paper may be prepared and given to the judge(s) at the start of the presentation to explain the nature of the campaign and any assumptions regarding the judge's role.
2. A contract for the campaign which designates proposed media costs and agency fees will be presented by you as part of the close of the presentation. You may attach your business card to the contract. These are not to be part of media documentation.
3. State of the art technology may be used in the presentation. These include but are not limited to transparencies, slides, print ads, radio ads (scripted or audio), television ads (story/concept boards, scripted, video, etc.), and personal or laptop computers/hand-held digital organizers. However, all materials, equipment, supplies, etc., must be provided by the participant. It is highly recommended that a power strip or surge protector be used by the participant. (DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC.). There may or may not be electrical outlets available in the presentation room.
4. All presentation materials must be prepared by the participant with the exception of product samples. Sample products may be used as part of the presentation.
5. Participants will have up to twenty five (25) minutes to set up in the presentation room/area, present their advertising campaign and answer questions from the judges. Other persons may assist in the set-up, but **only for the time needed for set up**. After this time they must leave the room.
6. The participant(s) may bring copies of the prospectus to the presentation for their personal reference. These do **NOT** have to be in official folios, will **NOT** be evaluated and may **NOT** be shown to judge(s).
7. Participants are responsible for providing documentation of media rates and guidelines (in an Appendix or as a separate document) according to the Guidelines for Media Documentation section.
8. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the presentation will be interrupted and the participants will be asked to follow the noise policy. Failure to do so may result in disqualification.

Note: The noise level may be less of an issue when only one presentation is taking place in a room at a time (often the case with this event).

Presentation Schedule

Presentations will be scheduled at thirty-five (35) minute intervals.

Twenty-five (25) minutes for participant set-up, presentation by the participant(s)
and questions by the judges

Ten (10) minutes for scoring by the judges