

**T**he PGTA is pleased to announce its 2009 Media Awards Program. The purpose of the program is to recognize member efforts to create superior advertising, writing, websites and other projects and materials aimed at promoting the image and understanding of earth-friendly, water-wise and organic gardening.

*Don't miss your opportunity for a 2009 award!*

**A**ll retail, manufacturer and distributor members of the PGTA are invited to participate. Simply follow the program guidelines listed in this announcement and submit one or more entries by March 18, 2009. Judging of all entries will begin on March 19<sup>th</sup> and all awards will be presented at the PGTA annual banquet on April 26<sup>th</sup> in Las Vegas, NV.

**Progressive Gardening  
Trade Association**  
10210 Leatherleaf Court  
Manassas, VA 20111

**Phone: (703) 392-5890**

**Fax: (703) 257-0213**

**Web: [www.pgta.org](http://www.pgta.org)**

**Email: [membership@pgta.org](mailto:membership@pgta.org)**

**Recognizing  
Leadership in  
the Industry**

**2009 Media  
Awards  
Program**

 **PGTA**  
**Progressive Gardening  
Trade Association**

**To be presented at the  
PGTA Annual Meeting  
Las Vegas, NV**

**April 24-26, 2009**

# Rules and Guidelines

## Read all of the following guidelines fully:

- Eligible entries must have been published in 2008-2009. The entrant must be a company (not an individual) and a member of the Progressive Gardening Trade Association.
- Enter as many categories as you wish, but submit a separate form for each entry.
- All entries of printed materials must contain **two originals AND one electronic copy** of the work.
- Writing entries should be tear sheets or clippings (not as a manuscript). Do not send the entire publication unless the entire publication is being entered. Electronic copies should be PDF files.
- Radio entries may submit a single audio tape and an MP3 or AIFF file on CD for judging.
- Web site entries need only submit the Internet (URL) address of the site (i.e., www.example.com).
- Video entries must be submitted with a Quicktime or Media Player file on DVD.
- All content must be in accordance with the Bylaws set forth by the PGTA, and the PGTA reserves the right to reject any entry containing content contrary to policy.

For further information, contact:  
membership@pgta.org  
or call 703.392.5890

## A. Awards in Advertising

- A1. Print Ad
- A2. Radio Ad
- A3. TV Ad
- A4. Poster
- A5. Catalogs
- A6. Innovative Ad

Judges are advertising experts outside the PGTA membership. Radio ads must be entered on CD. TV ads must be entered in a DVD format. **Category A6** includes non-traditional ads such as vehicle signage, dasher boards, billboards, etc.

## B. Award in Writing

Category focus is on journalism that promotes progressive gardening to the public. Judges are writing professionals with expertise in horticultural communications. All articles must be in published form.

## C. Award in Web Design

The website design category is open to any member company with a progressive gardening-related website that is accessible at the time of entry. Only the website address (URL) should be sent as the entry.

## D. Most Progressive Store

Win an award for the best store design. Submit at least one photo of the store exterior and 3 photos of the store interior showing an earth-friendly, water-wise and organic theme. Send 5x7 prints or 200 dpi digital images.

## E. Onsite Awards

- E1. T-Shirt Design
- E2. Exhibit Booth Layout

Member companies are encouraged to bring business-related T-shirts for on-site judging at the 2009 Media Awards Banquet.

All booths at the 2009 New Product Showcase will be eligible for "Best Booth" honors, which will be judged through an on-site survey on the final day of the exhibition.

**Deadline For Receipt of Entries: March 18, 2009.**

## Awards Entry Form 2009

### Please check the category which

you are entering:

- A1-Print Ad
- A2-Radio Ad
- A3-Television Ad
- A4-Poster
- A5-Catalog
- A6-Innovative Ad
- B-Award in Writing
- C-Award in Web Design
- D-Most Progressive Store
- E1-T-Shirt Design
- E2-Exhibit Booth Layout

Title of Entry\* \_\_\_\_\_

\* If entry is a Web site, enter that site's Internet address (i.e. www.example.com)

Published/Aired by \_\_\_\_\_

Date Published/Aired \_\_\_\_\_

Entrant Name\*\* \_\_\_\_\_

\*\* The entrant is the organization whose work is being judged. Entrant must be a member company.

Address \_\_\_\_\_

City \_\_\_\_\_

Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_

E-Mail \_\_\_\_\_

Copyright Date \_\_\_\_\_

**Mail entries to:** PGTA 2009 Awards Program  
10210 Leatherleaf Court  
Manassas, VA 20111