



# 2012 Idea Exchange

Bring exhibits with you or mail/express to the hotel:

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**1. Best Online Initiative to Grow Business**

First Place \$25

**2. Most Usable Ad Idea**

First Place \$25

**3. Promotion Pieces**

No judging – random drawing for \$25 prize

**4. Best Idea to Grow New Business**

Best Retail Idea - \$25

Best Classified Idea - \$25

**Exhibit Requirements:**

Mount on 6, 8 or 10-ply white poster board

22"x28" board size

Insert your newspaper's nameplate at the top

Include result story at the lower right corner

Projector and laptop will be provided for presentations

Mid-Atlantic N.A.M.E. Idea Exchange

c/o Sheraton Read House Hotel

827 Broad Street

Chattanooga, TN 37402

