

IPMI's Awards Programs

IPMI's annual Awards and Recognition programs celebrate individuals and organizations in the parking, transportation, and mobility industry. Winners in three major award categories—Awards of Excellence, Professional Recognition Awards, and Marketing Awards—exemplify industry excellence.



The call for entries opens August 17, 2020 and closes October 30, 2020.

Marketing Awards

IPMI's Marketing Awards recognize outstanding marketing, public relations, and communications programs within the parking and mobility sector. Submitters **identify and self-select** a marketing category. IPMI will choose a few stellar programs, and will not necessarily award in all suggested or submitted categories. Suggested categories include, but are not limited to:

- Parking Marketing Program.
 - Mobility Marketing Program.
 - Social Media Program.
 - Rebranding Campaign.
 - Website Launch or Mobile App Launch/Redesign.
- Organizations may submit multiple programs, but can only win one award in this category.
 - Submissions may come from any market sector, and consultants and suppliers may submit on behalf of owner/client.
 - Nominees **must** submit original design/artwork/photography. This should include native design files, high quality pdfs and images (min. 300 dpi). Submissions without high-quality, appropriate visuals will not be considered. Submitter verifies that they own or have purchased the right to use all images and materials submitted.

Entry Requirements

- Contact Information of Submitter, Owner, and Teaming Partner(s) – Include up to three.
- Entry Title
- Suggested Category
- 150-word Executive Summary
- Program Narrative, minimum 500 words; maximum 750 words, including the following:
 - Program or campaign goals.
 - Background about situation/problem.

- Target audience.
- How the program or campaign was executed, including vehicles and platforms.
- Evaluation of outcomes/changed behavior or metrics to evaluate effectiveness.
- Results achieved, lessons learned, and/or problems solved.
- Statistics and benchmarks that demonstrate return on investment.
- Program cost, including estimated direct expense budget (does not include the time of staff, personnel, agent fees, consultant, but does include direct expense for signage, photography, printed materials, brochures, etc.).
- Graphics, Visuals, & Photography:
 - Submit at least four and up to six high-resolution (300 dpi) JPGs or PDFs of brochures, printed materials, media coverage, posters, signage, photos of events, etc. Videos may also be submitted, if applicable, via a YouTube link.

Criteria

All complete submissions will be judged and ranked by the IPMI Marketing Awards Judges, according to the criteria below.

- Professionalism of the Program
- Achieved Stated Goals
- Replicability
- Advancement of Parking or Mobility Profession
- Professionalism of the Award Entry
- Creativity

Recognition

- Bragging rights plus a fancy new trophy to take home with you.
- A feature highlighting all Marketing Awards winners in *Parking & Mobility* magazine.
- Posts in the IPMI Online Resource Center and/or presence on IPMI website at parking-mobility.org.
- IPMI Press Release announcing all Marketing Awards winners, including a featured posting on the IPMI home page at parking-mobility.org.
- NEW! A new digital awards badge featuring the new 2021 IPMI Marketing Awards logo in multiple formats for your organization to use on marketing, websites, emails, etc. Hyperlink to your website or the IPMI awards website feature showcasing your award!

Cost

- Member: \$125 per entry. Non-member: \$325 per entry

How to Enter

- To nominate a person or project, please visit [IPMI's Awards Page](#).
- A nominate button will be at the bottom of the page, please click that button.
- Returning users: If you submitted an award nomination last year, please log in using your username (email address used for the entry) and enter your password. If you have forgotten your password, you can reset it by clicking on "Lost Password." Reset your password. After reset, please login into your awards portal.
- New users: Click "My Account" to set up your user profile and login into your awards portal.
- Once logged into the awards portal, click on the awards program you wish to submit and entry. You can select either 2021 IPMI Awards of Excellence, 2021 IPMI Professional Recognition Awards or 2021 Marketing Awards at the top of the awards page.

Home / My Account / 2021 IPMI Awards of Excellence / 2021 IPMI Professional Recognition Awards / 2021 IPMI Marketing Awards

- "Click here to begin a new Submission," to start the award submission.
- Complete the all required fields in the awards submission. All award submissions have multiple pages. Please complete all pages. Remember to click the "Save" button before closing out the window or logging out. Any unsaved information or upload will not be saved and cannot be recovered.
- After all required fields are completed, please add to cart and finalize payment.
- **Note: Submissions that have outstanding payments will not be accepted into the judging process.**

Questions?

Contact awards@parking-mobility.org.

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Rights: IPMI retains the rights to use or publish selected submissions at parking-mobility.org, Parking & Mobility magazine, and other platforms, vehicles, and social media outlets for all awards submissions.