

ATTENTION ART DEPARTMENT



NORTH AMERICAN INTERNATIONAL
AUTO SHOW®



NAIAS
POSTER
CONTEST

NORTH AMERICAN INTERNATIONAL AUTO SHOW
1900 West Big Beaver Road, Suite 100 • Troy, Michigan 48084-3537
Phone: 248.643.0250 • Fax: 248.643.8788 • www.naias.com

DEADLINE NOVEMBER 22, 2011

NAIAS POSTER CONTEST

HOW IT WORKS

The 24th annual NAIAS Poster Contest is open to Michigan students in grades 10 through 12. The poster entries are judged by an independent panel of recognized members of the local art community. All winning entries will be posted on the official North American International Auto Show (NAIAS) website, naias.com, and will be on display during the public show January 14-22, 2012.

High school students can submit 25" x 21" posters and have a chance to become involved in our world premier auto show, while gaining experience in creative competition.

All winning posters will be displayed at the NAIAS 2012 and will be included in the official NAIAS program.

\$6,300 in scholarship money will be awarded to 16 students.

DEADLINE NO LATER THAN 5 P.M., NOVEMBER 22, 2011

THE FOLLOWING PRIZES WILL BE AWARDED:

Chairmen's Award	\$1,000
State Farm Insurance Award	1,000
Designer's Best of Show - Digital	500
Designer's Best of Show - Traditional	500
Best Theme	250
Best Use of Color	250
Most Creative	250
1st Place, 10th Grade Award	500
1st Place, 11th Grade Award	500
1st Place, 12th Grade Award	500
2nd Place, 10th Grade Award	250
2nd Place, 11th Grade Award	250
2nd Place, 12th Grade Award	250
3rd Place, 10th Grade Award	100
3rd Place, 11th Grade Award	100
3rd Place, 12th Grade Award	100

**If you have any questions, please contact Sandy Herp
at 248.283.5138 or sherp@dada.org**

OFFICIAL RULES

ELIGIBILITY

The contest is open to Michigan students currently enrolled in grades 10 through 12. The contest is not open to Detroit Auto Dealers Association (DADA) members, their families, or family members of the judges.

No shared work is allowed.

Entry limit: two per student.

ENTRY DEADLINE

Entries must be submitted to the North American International Auto Show, 1900 West Big Beaver Road, Suite 100, Troy, MI 48084, by 5 p.m. on Tuesday, November 22, 2011. Your entry must be either dropped off or postmarked by this date.

POSTER REQUIREMENTS

THEME

Posters must have an automotive theme. Please note that any posters containing brand-specific vehicles will be ineligible. All subject matter must be in good taste.

COPY

Posters must contain all of the following copy:

- North American International Auto Show 2012
- Detroit
- Cobo Center

A credit line with the student's name will be allowed.

The back of the poster must contain a legible copy in print of the student's name, telephone number, address, school name, school address, school phone number, student's grade level, teacher's name, and the principal's name.

SIZE

Posters can be horizontal or vertical, mounted on matte board (or foam core, etc.) and measure approximately 25" x 21".

MEDIA

Any mixed media suitable for reproduction as a poster is allowed, including computer-generated graphics. All artwork must be camera-ready. Posters must be two-dimensional. All posters must be original art.

WINNERS

An independent panel of recognized representatives from the art community will judge entries. These judges are selected at the sole discretion of the NAIAS, LLC. The judges will not discuss the individual designs with the artists for any reason after the contest.

Winners will be announced prior to the opening of the North American International Auto Show, January 14-22, 2012.

Notwithstanding the foregoing amounts, the maximum sum that can be awarded to any one individual is the total sum of \$1,000.00. In order to claim their prizes, winners must disclose their social security numbers to the NAIAS. Any federal, state, or other tax, license, or fee imposed upon the prize winners or the prize will be the sole responsibility of the prize winners.

All profits from any sale of the poster will go to the NAIAS, LLC. The sole financial consideration for the artist is the prize. Posters may be displayed at the North American International Auto Show, reproduced in the official program and/or on the official NAIAS website, naias.com, at the sole discretion of the NAIAS, LLC.

RIGHTS

All winning entries become the property of the NAIAS, LLC. Other posters may be picked up from our office (1900 W. Big Beaver Road, Suite 100, Troy, MI 48084) between February 1 and February 28, 2012; weekdays only 9 a.m. – 5 p.m. Posters left after 5 p.m. on March 1, 2012, will be destroyed. The NAIAS is not responsible for lost, stolen, damaged or destroyed posters.

Except as used by the North American International Auto Show, all artists, including winners, will retain the rights to their work. Entry in the contest constitutes full permission to publish names and photos of winners without further compensation. The determination of eligibility of entries and any interpretation of these rules is at the sole discretion of the NAIAS, LLC, and shall be final and binding upon all entrants.

By participating, the entrant agrees to abide by and be bound by these rules.

2010-2011 NAIAS POSTER CONTEST

PARTICIPATING MICHIGAN SCHOOLS

Anchor Bay High School
Annapolis High School
Armada High School
Bay-Arenac ISD Career Center
Bullock Creek High School
Byron Center High School
C.O.O.R. I.S.D. Career Tech
Calhoun Area Career Center
Capital Area Career Center
Cardinal Mooney Catholic HS
Careerline Tech Center
Center Line High School
Chippewa Hills High School
Crockett Career & Technical Center
Divine Child High School
Eton Academy
Everett High School
Forest Area High School
Freeland High School
Garden City High School
Golightly Career and Technical Center
Grand Blanc High School
Grosse Pointe South High School
Henry Ford II
Houghton Lake High School
Howell High School
Ida High School
Imlay City High School
Kent Career Tech Center
Lahser High School
Lake Orion High School
Laker High School
Lakeview High School
Lincoln High School
LISD Tech Center
Livonia Career Technical Center
Mona Shores High School
Monroe High School
Morrice High School
Muskegon Area Career Tech Center
Negaunee High School
Newaygo High School
Oakland Opportunity Academy
Oakland Schools Technical Campus NW
Oakland Schools Technical Campus SE
Oakland Schools Technical Campus SW
Okemos High School
Owosso High School
Port Huron High School
Randolph Career & Technical Center
Renaissance High School
Riverview Community High School
Rochester High School
Romulus High School
Roscommon High School
Royal Oak High School
Saginaw Valley Lutheran High School
Sand Creek High School
Seaholm High School
South Lyon High School
St. Clair Technical Education Center
Stoney Creek High School
Swan Valley High School
TBAISD Career-Tech Center
The Frederick V. Pankow Center
Troy High School
Universal Academy
Utica Center for Science and Industry
Valley Lutheran High School
Waterford Kettering High School
Wayland Union High School
White Pigeon High School
William D. Ford Career Technical Center