

# 2012 US MAXI AWARDS

**Date of Ceremony:**

**Thursday, September 6, 2012**

**Venue: NOI+ Conference,  
September 5-6 2012**

**Peabody Hotel, Orlando FL**

**Reception: 4:30-5:30 pm**

**Awards Ceremony: 5:30 pm**

**Call for entries mailed: February 2012**

**Open awards site: February 2012**

**Entry Deadline: June 12, 2012**

**Judging: July 2012**

**Eligibility dates:**

**November 1, 2010-May 31, 2012**

## YOUR TIME TO SHINE

**“Zippity do dah...”**

The 2012 US Maxi Call for Entries will be a simple 4-page flyer with key details about how to enter online. The entry items have been reduced to four areas: Situation / Action & Results / Budget / Support & Backup

**“When you wish upon a star...”**

A new entry fee structure with multiple-entry discounts:

Single entry: \$395

2nd entry: \$295 (25% discount)

3rd entry: \$275 (30% discount)

4th entry: \$235 (40% discount)

5 or more entries: \$200 each (50% discount)

**“I believe in being an innovator.”**

### INTRODUCING TWO NEW AWARD CATEGORIES

**New Media:** Best Use of Social Media • Video in a Social Media Campaign • Location-Based Marketing  
Website Design & Development • Integrated Online Campaign • Online Banner Campaign  
Mobile App • Emerging Technology

**NOI Enhancement:** Marketing • Operations • Leasing • Overall Shopping Center Management Team

### OTHER AWARD CATEGORIES

Cause Related Marketing • Traditional Advertising

Event or Sales Promotion • Public Relations • B2b



**“If you can dream it, you can do it.” — Walt Disney**