

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

HOW IT WORKS

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 15-23, 2011. The 23rd annual high school NAIAS Poster Contest is open to Michigan students in grades 10 through 12.

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 2011 and will be included in the official NAIAS program.

\$6,100 in scholarship money will be awarded to 16 students.

DEADLINE NO LATER THAN 5 P.M. ON NOVEMBER 23, 2010.

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 Wednesday, November 23, 2010.

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 2011
- 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 must 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 15-23, 2011.

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 DADA. 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 web site, 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, 2011; weekdays only 9 a.m. – 5 p.m. Posters left after 5 p.m. on March 1, 2011, will be destroyed. The DADA 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.

2009-2010 NAIAS POSTER CONTEST

Participating Michigan Schools

Academy for Business & Tech
Anchor Bay High School
Andover High School
Bay-Arenac ISD Career Center
Bellevue High School
Berkley High School
Bishop Foley High School
Blanche Kelso Bruce Academy
Bradford Academy
Byron Area Schools
C.O.O.R.I.S.D Career Tech Center
Careerline Tech Center
Cass Tech High School
Center Line High School
City High Middle School
Clarkston High School
Crockett Vocational Tech
Davison High School
Det. Catholic Central
Det. School of Arts
Detroit Catholic Central High School
Detroit Country Day
Eaton Intermediate School District
Edsel Ford High School
Eisenhower High School
F.A. Wilson Academy
Farmington High School
Fordson High School
Fremont High School
Frontier Intl. Academy
Garden City High School
GASC Technology Center
Gaylord High School
Grand Blanc High School
Hamtramck High School
Hanover-Horton High School
Howell High School
International Academy
Kent Career Tech Center
Lahser High School
Lake Orion High School
Lakeland High School
L'anse Creuse High School
Lapeer County Tech Center
Lapeer East High School
Lee M. Thurston High School
Lowell High School
Madison High School
Mattawan High School
Milford High School
Monroe High School
Morrice High School
Northville High School
Novi High School
Oak Park High School
Oakland International Academy
Oakland Schools NE
Oakland Schools SW
Pine River High School
Port Huron High School
Riverview Community High School
Rochester High School
Rogers High School
Romeo Eng. & Tech. Center
Romulus High School
Royal Oak High School
Salem High School
Sanilac Career Center
South Lyon High School
Southfield Regional Academic Campus
Southfield-Lathrup High School
Southgate Anderson High School
Troy High School
University High School Academy
Warren Cons. Schools CPC
William D. Ford Career Tech Center
Woodhaven High School
Wylie E. Groves High School