



## **The 13th Annual (2018) TOCA International Communications Awards Program**

The Turf & Ornamental Communicators Association (TOCA) is pleased to announce its 13th international program to recognize the best writing, design and photography throughout the world. Please go to [www.toca.org](http://www.toca.org) for further information about the association.

The program is sponsored by International Syngenta Professional Products.

### **GENERAL RULES**

- The contest is open to any international communications professionals involved in the Green Industry. You do not have to be a TOCA member to enter the contest.
- Entry fee = US \$20 per entry.
- There is no limit to the number of entries per company.
- English is the chosen language of TOCA. All entries must be in English.

### **CONTEST CATEGORIES**

- INTW1 – Best Writing Publication (article or editorial)
- INTW2 – Best Copywriting Publication (display advertisement)
- INTW3 – Best Copywriting Brochure (or similar marketing/sales literature)
- INTPH1 – Best Photo Publication (cover or inside photo from news article)
- INTPH2 – Best Photo Brochure (or similar marketing/sales literature)
- INTDP1 – Best Design Publication (full magazine article layout)
- INTDP2 – Best Design Publication (one-page design article)
- INTDP3 – Best Design Publication (two-plus page design article)
- INTDM4 – Best Design, Single Page (advertising page)
- INTDM5 – Best Design, Multi Page (advertising page)
- INTDM6 – Best Design, Brochure (or similar marketing/sales literature)

First and second place will be chosen in each category. One of the winning entries from the categories will be chosen as Best of Show.

Eligible entries must be work published wholly or partially between Jan. 1 and Dec. 31, 2017. *All entries will be placed through TOCA's online entry system, administered through BetterBNC.*

Entries will be judged on creativity, concept and clarity of message.

- An independent panel of judges will be selected to review the entries.
- The winners will be announced at the May 2018 TOCA annual meeting in Cincinnati, Ohio.

Questions? Contact Amy Keith McDonald at 254/396-3535 or [amymcdonald@gandgcomm.com](mailto:amymcdonald@gandgcomm.com).