



GREAT IDEAS EXCHANGE!!!

Win \$\$\$\$

**A Competition for Cash Prizes
At
The 2009 Ohio Newspaper Association Convention
The Hilton Columbus at Easton Town Center
Thursday, February 12, 2009
3:45 p.m. to 5 p.m.**

Here's your chance to win cash for your creativity and strategic savvy. And to hear about successful endeavors of your peers.

Eligibility

Must be an employee of an ONA member company and be registered for the 2009 Convention.

Contest Rules/Guidelines

- Ideas must be actual products, projects or operational policies implemented at your company. These areas include but are not limited to: news-editorial, advertising, circulation, customer service, production, marketing, promotion, Websites and online offerings.
- Entrants will present their ideas during the session. 3 minutes maximum. Entrants are encouraged to bring 10 to 20 product samples, if appropriate.
- Entrants should be prepared to describe how the idea worked, including development & implementation, revenue and/or audience result, if measurable (page views, for example)
- Entrants can pre-submit idea (see instruction below), or ad lib at session.
- Entrants submit business card or name/company at start of session. Names are drawn by moderator.
- If time allows, entrants may offer a second idea for consideration.
- Session audience votes anonymously for top 3 ideas.
- Top 3 vote getters receive cash prizes as follows: (1) \$500 for first place (2) \$250 for second place (3) \$150 for third place.

To Enter Before Feb. 11:

Submit your name, company & brief description of the idea to Frank Deaner, ONA, via e-mail (fdeaner@ohionews.org) or fax (614-486-4940). Questions? Call ONA at 614-486-6677.