

IMTA IMAGE AWARD

Category Description:

The **IMTA IMAGE AWARD** is given to companies (including motor carriers) who each demonstrate excellence in illustrating the industry's essentiality, professionalism, and commitment to safety on and off the highways. The **IMTA IMAGE AWARD** celebrates companies, organizations and individuals who creatively generate positive awareness of the trucking industry. Without the support of these leaders, the benefits of an improved image of the trucking industry would not be possible.

Eligibility Requirements:

To be nominated for the **IMTA IMAGE AWARD**, applicants must meet the following criteria & submit all requested documents listed below.

- Creativity: *What innovative or novel ways has the company promoted the image of trucking over the last year?*
- Frequency and Reach/Impact: *Efforts should reach a significant and relevant audience.*
- Execution: *All communications in the campaign should reflect the highest standards of quality and professionalism. Entries should include examples of any return on investment.*
- Company representative must be able to attend awards banquet the evening of Thursday, September 5, in Cedar Rapids, IA at the DoubleTree – Downtown Cedar Rapids.

Required Documents:

- Completed nomination form
- Description of campaign
- Supporting materials

Prize Opportunities & Recognition Details:

Awards will be presented in conjunction with the IMTA's Management Conference at the IMTA Awards Gala on the evening of Thursday, September 5, in Cedar Rapids, IA at the DoubleTree – Downtown Cedar Rapids.

The company selected to be recognized as a **IMTA IMAGE AWARD** winner will each receive **\$1,000 cash and additional awards hardware.**

IMTA Communications Process:

- 1) **Receipt of Nomination Form** --- an IMTA representative will email the nominator to confirm the completed nomination form & all accompanying documents have been received. Should any information be missing, the IMTA representative will inform the nominator at this time that the nomination form is not considered eligible & all missing items must be submitted by **FRIDAY, JULY 12, 2024, at 5:00 PM.**
- 2) **Email Notification to Nominator** --- an IMTA representative will email the nominator to inform them if the submitted nominee will be recognized at the IMTA Awards Gala. At this time, the nominator will also be informed of what is being mailed to the home address of the nominee. Estimated timeframe for this process is to conclude 2-weeks post deadline date of **FRIDAY, JULY 12, 2024, at 5:00 PM.**

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Nomination Form

For this nomination form to be considered eligible, all requested documents be submitted prior to FRIDAY, JULY 12, 2024, at 5:00 PM. These documents include a completed nomination form and supporting documents requested.

Required Documents:

- Completed nomination form
- Description of campaign
- Supporting materials

Company Name

Company Address

Company City, State & Zip

Nominator Name

Nominator Email

Nominator Phone

Nominator Signature

RETURN COMPLETED FORMS TO:

Mail

Iowa Motor Truck Association
717 East Court Avenue
Des Moines, IA 50309

Email

emily@iowamotortruck.com