



INNOVATIVE FORMATS
INTEGRATED TECHNIQUES



Innovative Formats Integrated Techniques Forum

Tuesday, March 7, 2017
NRECA, Arlington VA

Digital and/or Integrated Application (one per campaign, please)

Company Name:

Contact:

Address:

City:

State:

Zip:

Phone:

Email:

Campaign Name/Description:

What's unique about this campaign?

Type of campaign (mobile, email, social, microsite, responsive design, augmented reality, etc.):

Average Estimated Campaign cost:

Estimated lead time (from receipt of art to final send or launch date):

With which audiences and program type has this campaign/technique proven to be effective?

**This application must be accompanied with a PowerPoint explaining the campaign with examples.*

NOTE: Selected applications, once notified by the IFIT Committee, will need to provide DMAW with 125 printed fact sheets by **Wednesday, February 8, 2017** for distribution to forum participants.

All emailed applications are due by **Thursday, December 15, 2016**

Email Application and PowerPoint to: eerik@dmaw.org. Subject line should read: Submission for IFIT Forum 2017.