



Florida Swimming Pool Association 2020 Tops-In-Trucks Awards

What's this awards program all about?

The Florida Swimming Pool Association Tops-in-Trucks Awards Program is to recognize outstanding fleet vehicle graphics and excellent modifications of service and repair trucks. It is our way of recognizing Florida Pool Pros who are leading the way every day as they serve customers throughout Florida. Hopefully it encourages others to follow great examples that can increase brand recognition, work efficiency and positively affect sales and the image of pool professionals.

How to Enter

Complete the entry form on the following page and send, along with high-resolution digital photos of the nominated vehicle(s), to the FSPA. The cost per entry is \$50. If you wish to enter in multiple categories submit separate entry forms for each and pay the \$50 for each entry.

Please send photos of both the passenger and driver sides and the front and back views of your vehicles, as well as applicable inside or roof elements; straight and/or angled perspective. The file size needs to be 300dpi and at least 6 inches wide. Set digital cameras to the highest setting possible to ensure the correct resolution. Candidates for the awards must be current FSPA member firms paid in full. The application must be complete. Previous winners must wait three years to enter unless new graphics have been used. Entries without photographs will be considered incomplete and not qualified for judging. Deadline is October 30, 2020.

CATEGORIES

- A. Fleet vehicle graphic design
- B. Modified (tricked out) Service truck
- C. Modified (tricked out) Repair truck

JUDGING

Graphic design entries will be judged on the following criteria: Overall Graphic Appeal • Legibility of Contact Information • Creativity • Good Organization of Design Elements

Modified truck organization entries will be judged on the following criteria: Storage for tools • Storage of supplies and parts • Creativity • Organization • Logical modifications • Mobile office capabilities

Awards

- Winners will be featured on a cover of the *Florida Pool Pro*sm newsletter in 2021 and interviewed for feature articles
- Winners will be recognized at the 2021 Everything Under the Sunsm Expo Welcome Reception with an award plaque. The reception is February 18, 2021 in Orlando.
- An electronic version of the winner logo / badge image will be available for display on your company website.
- Media releases will be sent to local media as well as trade press announcing the winners. A template media release will be available to winners so they may also promote their win with local media and for publishing on their website.

Questions? Call 1-941-952-9293



Entry Form

FSPA Tops-In-Trucks Award

Company: _____ FSPA Member # _____

City: _____ Phone: (_____) _____

e-mail: _____ Web site: _____

State Contractor licenses personally held, if any: _____

Please answer the following questions. You may submit this as a separate document if additional space is needed.

Category Entered: (Please use one form per entry; cost is \$50 per entry.)

- A. Fleet vehicle graphic design
- B. Modified (tricked out) Service truck
- C. Modified (tricked out) Repair truck

1. How many vehicles are in your fleet and what types of vehicles are they (vans, pick-ups, trucks, etc.)

2. How did you come up with the idea for your design or modifications? Did you create it yourself? Did you hire a firm to assist? Please explain.

3. Have you seen a return on investment regarding the graphic design or modifications? Please explain.

4. What element of your design or modification do you feel is most important for helping you stand out from your competitors? _____

5. How have customers responded to the design? _____

DEADLINE: October 30, 2020

Tops-In-Trucks Entry Check List

The following items must be submitted:

- ❑ Company Logo

- ❑ High resolution digital photos (min: 300dpi; 6 in. wide) of:
 - ❑ Driver side
 - ❑ Passenger side
 - ❑ Front view
 - ❑ Back view

- ❑ As applicable - High resolution digital photos (min: 300dpi; 6 in. wide):
 - ❑ Inside view
 - ❑ Roof elements
 - ❑ Straight and/or angled view