



D F W  
I M A



DALLAS FT WORTH  
INTERACTIVE  
MARKETING  
ASSOCIATION



# How to use Iceberg for EIMA Submissions






# Create an Iceberg Account

Navigate to: [https://2022eimasubmissions.iceberg.app/sign\\_in](https://2022eimasubmissions.iceberg.app/sign_in)

Under create an account, click “Create An Account”

**DFW**  **DALLAS FT WORTH INTERACTIVE MARKETING ASSOCIATION**

**IMA**

## 2022 Excellence in Interactive Marketing Awards

Call For Entries: Feb 4, 2022 10:00 AM - Mar 25, 2022 11:59 PM CDT

Dallas Ft Worth Interactive Marketing Association (DFWIMA) is proud to present the 2022 Excellence in Interactive Marketing Awards!

Each year, DFWIMA showcases the top advertising campaigns and professionals in Dallas Ft. Worth via our annual awards program. DFWIMA is proud to offer 12 distinct award categories to spotlight the best and brightest within our community.

[2022 Excellence in Interactive Marketing Awards website Entry Instructions](#)

**Eligibility:**

All entries are subject to eligibility review and approval.

Submissions are accepted ONLY for work produced by and/or for a Dallas Fort Worth-based company and presented to the public in the calendar year 2021.

Joint, team, and individual entries are acceptable.

Campaign entries must be paid media, with the exception of cause marketing; we will allow non-paid media entries as long as the campaign has achieved substantial results.

Entries may be from DFWIMA members or non-members.

**CALL FOR ENTRIES**

**CLOSES IN:** 39 days : 7 hours : 28 mins : 2 secs

**SIGN IN**

Email Address or Username:

Password:

**SIGN IN**

**CREATE AN ACCOUNT**

Iceberg is used by many creative competitions, you can use your Iceberg account to submit entries into any competition using the Iceberg platform. If you don't have an account already you can set up a FREE account in a few seconds.

[Create An Account](#)

**I FORGOT MY USERNAME/PASSWORD**

Forgot your Iceberg username and/or password? No problem.

[Reset Password](#)



# Create an Iceberg Account

Fill in your contact information.

Agree to Terms of Use

Click to create an account

**2022 Excellence in Interactive Marketing Awards**

[Sign In](#) [Create An Account](#)

**CREATE AN ACCOUNT**

Username:  Full Name:

Email:

Organization:

Password:

I understand / agree

My email address may be used by Iceberg to contact me regarding my account. My account and purchase history will be shared with any events that I participate in by creating an entry. I agree to comply with the site [Terms of Use](#) and [Community Guidelines](#), and [Privacy Policy](#).

**CREATE ACCOUNT**



# Verify Email Address

An email will be sent to the email you use for your account setup.

Check for a link to be sent for you to verify your email address.

Click the link included

## Verify your Email Address

Hello,

You're receiving this email because this address [REDACTED] was used to sign up for a free Iceberg account. Iceberg is a platform used for hosting creative competitions.

Click on the link below, or copy the link into your browser to verify your account.

<https://iceberg.app/auth/activate/9564/bc26a53031104e54705c37e593d021224c97e86a>

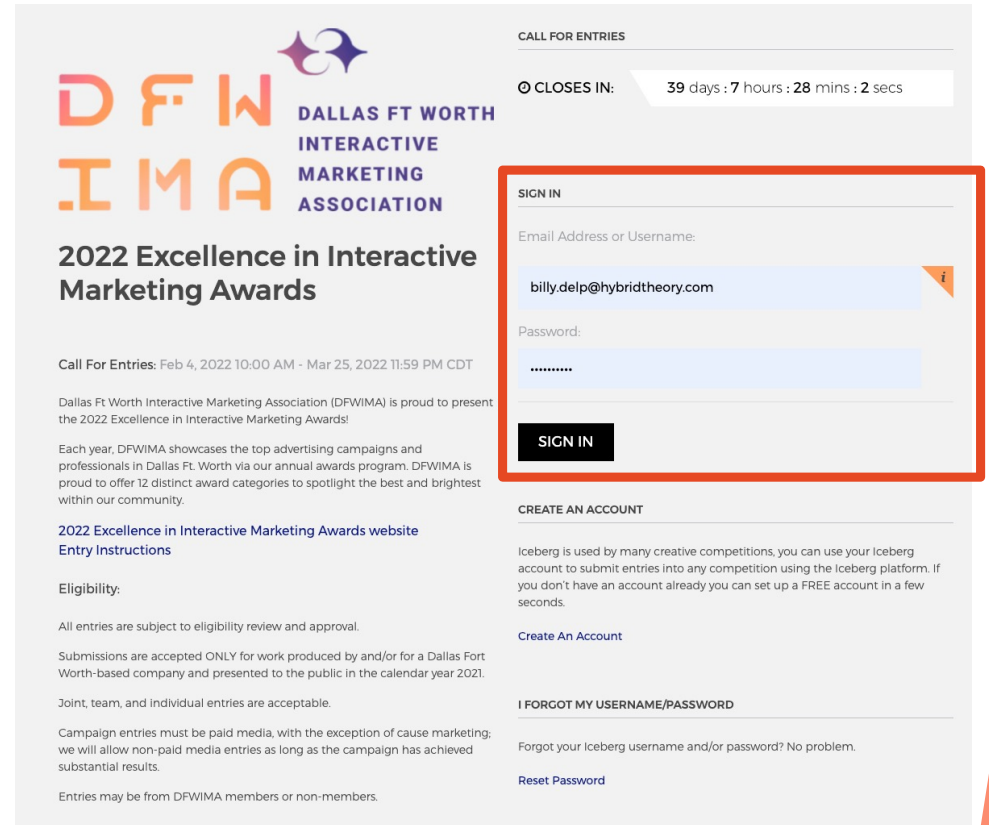
If you didn't sign up for an account and your email address has been used by someone else - do nothing and your email address will automatically be purged from our system.


If you have any problems signing in or creating your account, please contact us at [support@icebergapp.com](mailto:support@icebergapp.com) and we'd be happy to help.

# Login to Iceberg

Navigate to: [https://2022eimasubmissions.iceberg.app/sign\\_in](https://2022eimasubmissions.iceberg.app/sign_in)

Login to the platform using the same credentials used to  
Create your Iceberg account.



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[Create An Account](#)

**I FORGOT MY USERNAME/PASSWORD**

Forgot your Iceberg username and/or password? No problem.

[Reset Password](#)



# Create an Entry

On the homepage, click the “create a new entry button”



Entry Instructions

Help!

POWERED BY Iceberg



## 2022 Excellence in Interactive Marketing Awards

CALL FOR ENTRIES

Create New Entry

Checkout

CLOSES IN: 39 days : 7 hours : 19 mins : 1 secs

BREAKDOWN BY ENTRY STATUS

0

Draft Entries

Value \$0.00

0

Entries in Cart

Value \$0.00

0

Finished Entries

Sales \$0.00

0

Total Entries

Value \$0.00

BROWSE ENTRIES

Search by Entry ID, Entry Name, or Client



0 Entries

All Categories



# Create an Entry

Click the “Create New Entry” button

The screenshot displays the user interface for the DFW IMA Iceberg platform. At the top left, the DFW IMA logo is visible, with 'D F W' in orange and 'I M A' in blue, and 'DALLAS FT WORTH INTERACTIVE MARKETING ASSOCIATION' in smaller text. To the right of the logo are two buttons: 'Entry Instructions' in a dark blue box and 'Help!' in an orange box. Further right is the 'iceberg' logo with 'POWERED BY' above it, and a 'MENU' icon consisting of three horizontal lines. Below the top navigation is a breadcrumb trail: 'Dashboard' in a dark blue box followed by 'New Entry Method' in a light grey box. The main content area is titled 'CREATE NEW ENTRY' and includes the text 'There's more than one way to create entries in Iceberg:'. Below this text are three blue cards. The first card, 'Create New Entry', is highlighted with a red border and contains the text: 'Manually complete each form field to create your entry.' The second card, 'Copy an Entry', contains the text: 'Copy the entry fields, credits, and/or media files from an entry you've already created on the Iceberg platform.' The third card, 'Import Entries', contains the text: 'Use a spreadsheet template to save time and preload your entries into Iceberg.'

# Create an Entry

Name your entry

Select your category

Upload a thumbnail (Optional)

Once you select a category, Scroll down to see mandatory more fields to submit your entry's information and content.

DFW IMA DALLAS FT WORTH INTERACTIVE MARKETING ASSOCIATION

Entry Instructions Help!

POWERED BY Iceberg MENU

Dashboard New Entry Method / Create New Entry

ENTRY INFORMATION

Entry Name:

Category:

Thumbnail Image:

*Optional*  
You can include a **270x152** pixel (16:9) thumbnail image that previews your entry through Iceberg, including during judging.  
Accepted file formats include: PNG, JPG/JPEG or GIF

You may not change the category of an entry after it has been purchased.





# Create an Entry

Input all mandatory fields

Add lines as needed

Upload your media files

Once completed, click **SAVE** at the bottom of the page:

**SAVE**

The screenshot displays a form interface for creating an entry, divided into several sections:

- DETAILS:** Contains input fields for Agency, Client, and a large text area. Each input field has a small orange icon with the letter 'i' in the bottom right corner, indicating a mandatory field.
- CREDITS:** Contains input fields for Credit Title and Credit Name, also with the 'i' icon. Below these fields is an orange button labeled "+ Add Line".
- ENTRY MEDIA VIDEO:** Features the heading "Up to 2 Video Files" and instructions: "Upload standard definition or HD video files. Iceberg's video platform is powered by Vimeo. Click [here](#) for video compression recommendations directly from Vimeo to ensure your videos are presented as clearly as possible. There is a maximum file size of **1 GB** per video. Accepted file formats include: AVI, MOV, or MP4." Below the text are two upload buttons, each with a video camera icon.
- ENTRY MEDIA AUDIO:** Features the heading "Up to 1 Audio Files" and instructions: "Upload standard definition or high resolution audio files. Our minimum recommendation would be stereo audio with at least two channels, AAC-LC audio codec, a 320 kbit/s data encode rate, and a 48 kHz sample rate. There is a maximum file size of **50 MB** per audio file. Accepted file formats include: AIFF, WAV, or MP3." Below the text is one upload button with an audio icon.



# Add Entry to Cart

Under Entry Status Field, Select  
"Added to Cart"

Then, click "2022 Excellence in  
Interactive Marketing Awards" to  
return to the homepage

**2022 Excellence in Interactive Marketing Awards**

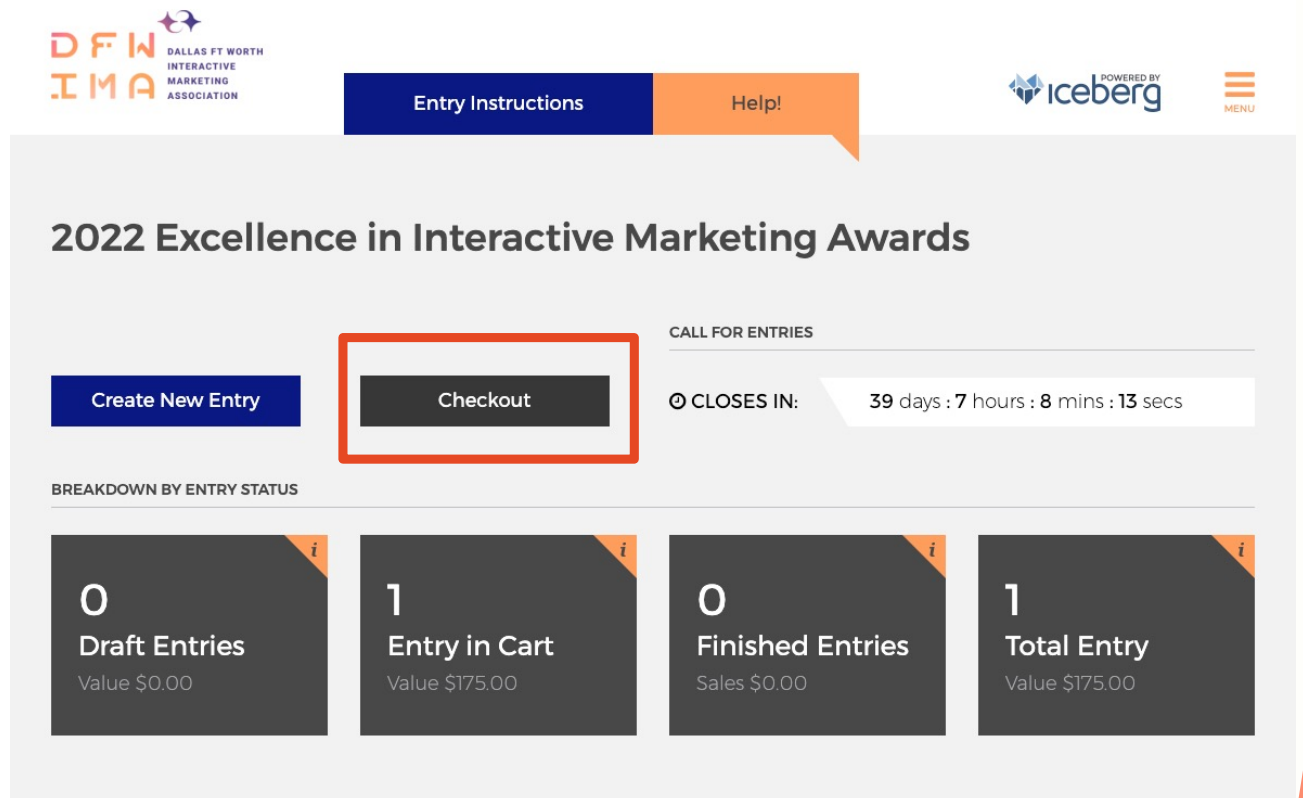
Dashboard Entry 57084 < Prev Next >

ENTRY	CATEGORY	ENTRY STATUS
57084	Top Campaigns Most Effective Brand Awareness Campaign	Added to Cart ▼

Edit Entry

# Add Entry to Cart

Click the “checkout” button to complete the check out process and complete the entry submission!



The screenshot displays the website interface for the 2022 Excellence in Interactive Marketing Awards. At the top, the DFW IMA logo (Dallas Ft Worth Interactive Marketing Association) is on the left, and the Iceberg logo (Powered by) is on the right. A navigation bar contains "Entry Instructions" and "Help!". The main heading is "2022 Excellence in Interactive Marketing Awards". Below this, there are two buttons: "Create New Entry" and "Checkout", with the "Checkout" button highlighted by a red box. To the right of the buttons is a "CALL FOR ENTRIES" section with a "CLOSING IN:" timer showing "39 days : 7 hours : 8 mins : 13 secs". At the bottom, a "BREAKDOWN BY ENTRY STATUS" section shows four cards: "0 Draft Entries (Value \$0.00)", "1 Entry in Cart (Value \$175.00)", "0 Finished Entries (Sales \$0.00)", and "1 Total Entry (Value \$175.00)".

Entry Status	Count	Value / Sales
Draft Entries	0	Value \$0.00
Entry in Cart	1	Value \$175.00
Finished Entries	0	Sales \$0.00
Total Entry	1	Value \$175.00