

EXHIBITOR MAGAZINE'S 15TH ANNUAL

ALL-STAR AWARDS

Honoring the Individual Accomplishments
of Exhibit and Event Marketers



CALL FOR ENTRIES

Deadline: Sept. 7, 2012

Cost to Enter: FREE



Jeff Duchesne
Jabra Corp.



Laura Garland
Moen Inc.



Corri Glydon
Honeywell Safety Products



Sue Huff
Medtronic Inc.

2011 WINNERS

EXHIBITOR MAGAZINE'S 2012 ALL-STAR ★ AWARDS

AWARD SUMMARY

The annual All-Star Awards honor exhibit managers and corporate event planners who have developed innovative solutions that have dramatically improved their companies' programs. Awards are presented to industry leaders who have faced a specific problem or challenge, implemented an innovative solution, and achieved measurable, numeric results.

ELIGIBILITY

Trade show exhibit managers and corporate event managers are eligible. Previous All-Star Award winners are also eligible if their nominated projects have never received an EXHIBITOR award. Self and peer nominations are accepted, and agencies are encouraged to submit entries on behalf of their clients. There is no cost to enter the competition. *NOTE: Agency employees (such as exhibit-house account executives and show-management personnel) are ineligible.*

ENTRY REQUIREMENTS

1. COMPLETED ENTRY FORM. (Also available at www.ExhibitorOnline.com.) Include an electronic version of the form or transfer the information requested on the form to the top of the written summary.

2. WRITTEN SUMMARY. Provide a detailed, three-part synopsis of the nominee's efforts, including:

Specific problems or challenges. Explain the nominee's one-time problem or challenge. For example:

- ▶ Challenged to slash exhibiting costs, the nominee needed to maintain show presence and display tons of construction-industry equipment despite skyrocketing drayage and transportation costs.
- ▶ The nominee needed to invent a company-wide event strategy, create a new corporate identity, and cut product-launch costs.

Innovative solutions the nominee developed and implemented. Explain in detail how the nominee solved the problems and/or overcame the challenges.

Measurable, numeric results achieved.

Describe the measurable, numeric results the nominee achieved. Include comparisons that give the results context, such as:

- ▶ The nominee's program returned 5,565 leads in 2011 — double the leads gathered in 2010.
- ▶ The 2012 event budget was cut by \$20,000 — or 35 percent compared to 2011.
- ▶ Exhibit traffic increased by 45 percent compared to the previous year's booth.

NOTE: An example of a well-written summary from a previous All-Star Award winner can be found at www.exhibitoronline.com/awards/allstars.asp.

3. VISUALS. If available, supply visual support materials to illustrate the nominee's efforts. Examples include: direct mailers, exhibit and event photos, spreadsheets illustrating budget cuts, giveaways, etc. Provide visuals in digital format, supplied on a CD/DVD/USB containing the highest-resolution and largest-size images available.

JUDGES AND WINNERS

Members of EXHIBITOR's Editorial Advisory Board, CTSM graduates, and past winners will judge the competition. Award winners will be notified by Oct. 31, 2012, and will be featured in EXHIBITOR's February or March issue. Winners will also receive a free one-day pass to EXHIBITOR2013.

DEADLINE

Entries must be received by Sept. 7, 2012.

NOTES/PERMISSION

By entering the All-Star Awards, entrants (including the nominee and all agencies) grant Exhibitor Media Group permission to reproduce the materials and data provided in any magazine, book, electronic medium, or promotional material it owns. Agency entrants must secure client permission before entering, and all companies involved must be willing to provide an interview if necessary. Entry materials will not be returned.

SUBMISSION

Submit entries in electronic format to larmstrong@exhibitor magazine.com or on a CD/DVD/USB via mail to Linda Armstrong, 533 Double Tree Drive, Highland Village, TX 75077.

ENTRY FORM

NOMINEE'S NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE

E-MAIL

NOMINATOR'S NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE

E-MAIL

SUBMIT ENTRIES TO:
Linda Armstrong, EXHIBITOR Magazine
533 Double Tree Drive
Highland Village, TX 75077
972-317-1005
972-317-1009 (fax)
larmstrong@exhibitor magazine.com

**Deadline:
Sept. 7, 2012**

EXHIBITOR



JUDGES (left to right) **Dominique J. Cook**, CTSM, trade show coordinator, Marvin Windows and Doors, Warroad, MN; **Corri Glydon**, trade show supervisor, Honeywell Safety Products, formerly Sperian Protection, Smithfield, RI; **Lisa Lawley**, CTSM, CME, senior global events marketing manager, Cisco Systems Inc., San Jose, CA; **Steven Marchese**, CTSM, manager, corporate events, Fujifilm Medical Systems USA Inc., Stamford, CT; **Tim Naegelin**, CME, senior trade show associate, Abbott Vascular, Chicago; **John Zeltin**, manager, event marketing, Innovative Payments Solutions, American Express Co., New York