

EXHIBITOR MAGAZINE'S 12TH ANNUAL

ALL-STAR AWARDS

Honoring the Individual Accomplishments
of Trade Show Exhibit Professionals



CALL FOR ENTRIES

Deadline: Sept. 11, 2009

Cost to Enter: FREE



Rick Dunlap
SMC Corp.



Amy Gregory
Hill's Pet Nutrition Inc.



Lisa Rowland
AB Electrolux



Mara Weber
Honeywell Process Solutions

2008 WINNERS

EXHIBITOR MAGAZINE'S 2009 ALL-STAR ★ AWARDS

AWARD SUMMARY

The annual All-Star Awards honor trade show exhibit managers 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

Corporate trade show exhibit 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 find a new way to display tons of construction-industry equipment, all despite skyrocketing transportation and drayage costs.
- ▶ As a result of corporate restructuring, the nominee needed to invent a company-wide

trade show strategy, create a new corporate identity, and cut exhibiting 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. Be specific and include comparisons that give the results context, such as:

- ▶ The nominee's program returned 5,565 leads in 2009 — double the leads gathered in 2008.
- ▶ The 2009 exhibit budget was cut by \$20,000 or 35 percent compared to 2008.
- ▶ 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.ExhibitorAwards.com/AllStars.

3. VISUALS. If available, supply visual support materials to illustrate the nominee's efforts. Examples include: direct mailers, exhibit photos, spreadsheets illustrating budget cuts, giveaways, etc. Provide high-resolution visuals on CD.

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, 2009, and will be featured in EXHIBITOR's February or March issue. Winners will also receive a free one-day pass to EXHIBITOR2010.

DEADLINE

Entries must be received by Sept. 11, 2009.

PERMISSION

By entering the All-Star Awards, entrants grant EXHIBITOR Media Group permission to reproduce the materials and data provided in any magazine, book, electronic medium, or promotional material it produces. Entry materials will not be returned.

SUBMISSION

Entries should be submitted in electronic format either via e-mail (larmstrong@exhibitor-magazine.com) or on a CD via mail to Linda Armstrong, 533 Double Tree Drive, Highland Village, TX 75077.

QUESTIONS?

Contact Linda Armstrong at 972-317-1005 or larmstrong@exhibitor-magazine.com.

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. 11, 2009**

EXHIBITOR



JUDGES (left to right) **Janice Breuer**, CTSM, trade show specialist, FFF Enterprises, Temecula, CA; **Amy Gregory**, senior veterinary conference planner, Hill's Pet Nutrition Inc., Topeka, KS; **Lisa Lawley**, CTSM, CME, event-marketing manager, Cisco Systems Inc., San Jose, CA; **Bob Milam**, aka Trade Show Bob, president, TSB Enterprises, West Jordan, UT; **Kerry Talbot**, director of trade shows and events, contracting for Quintiles, Durham, NC; **Mara Weber**, manager for trade shows and events, Honeywell Process Solutions, Phoenix