

EXHIBITOR MAGAZINE'S 13TH ANNUAL

ALL-STAR AWARDS

Honoring the Individual Accomplishments
of Exhibit and Event Marketers



CALL FOR ENTRIES

Deadline: Sept. 13, 2010

Cost to Enter: FREE



Marla Merritt
OrthoBanc LLC



Doreen Paquette
Wacker Chemical Corp.



Lorna Pierno
Xirus Inc.



Adam Polaszewski
CareerBuilder Inc.

2009 WINNERS

EXHIBITOR MAGAZINE'S 2010 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. 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 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 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 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. Be specific and include comparisons that give the results context, such as:

- ▶ The nominee's program returned 5,565 leads in 2010 — double the leads gathered in 2009.
- ▶ The 2010 event budget was cut by \$20,000 or 35 percent compared to 2009.
- ▶ 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 or USB drive 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, 2010, and will be featured in EXHIBITOR's February or March issue. Winners will also receive a free one-day pass to EXHIBITOR2011.

DEADLINE

Entries must be received by Sept. 13, 2010.

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 via e-mail (larmstrong@exhibitor.com) or on a CD or USB drive via mail to Linda Armstrong, 533 Double Tree Drive, Highland Village, TX 75077.

QUESTIONS?

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

**Deadline:
Sept. 13, 2010**

EXHIBITOR

2010
ALL-STAR
JUDGES



(top row) **Kathy Granger**, director of exhibition marketing, Thomson Reuters Legal, Eagan, MN; **Amy Gregory**, senior veterinary conference planner, Hill's Pet Nutrition Inc., Topeka, KS; **Marla Merritt**, director of sales and marketing, OrthoBanc LLC, Chattanooga, TN; (bottom row) **Doreen Paquette**, event and trade show coordinator, Wacker Chemical Corp., Adrian, MI; **Adam Polaszewski**, trade show and events manager, CareerBuilder Inc., Chicago; **Kerry Talbot**, director of trade shows/ event marketing, Quintiles, Durham, NC; **Mara Weber**, manager for trade shows and events, Honeywell Process Solutions