

EXHIBITOR MAGAZINE'S NINTH ANNUAL CORPORATE EVENT AWARDS



HONORING EXCELLENCE IN EVENT-

ELIGIBILITY

Corporate events launched between Feb. 1, 2010, and Feb. 1, 2012, are eligible. A corporate event is defined as a proprietary marketing event at which external customers (other businesses, partners, or consumers) or members of the media are the target audience. Eligible events include but are not limited to: product launches, virtual events, user conferences, loyalty events, VIP events, road-show events, media events, hospitality events, private trade shows, and dealer/distributor events. The following events are ineligible: trade show exhibits and internal events, such as sales-incentive programs, company parties, and recognition programs.

CATEGORIES

Entries are judged primarily on their measurable results; however, judges also consider the program's level of innovation. Entries must provide measurable, numeric objectives and corresponding measurable, numeric results such as leads gathered, sales made as a direct result of the event, media coverage, or return on investment. Entries without measurable objectives and results will not be considered.

- ▶ **C-LEVEL/VIP EVENT.** An event that targets executive customers or partners.
- ▶ **COST CUTTING:** An event that has maintained or exceeded expectations despite a marked year-over-year budget reduction. In addition to the summary requirements, indicate the amount or percentage of budget reduction and explain the tactics used to adjust to the reduction and still maintain effectiveness.
- ▶ **CUSTOMER-APPRECIATION EVENT.** An event intended to build or foster relationships with customers or partners.
- ▶ **DEALER/DISTRIBUTOR EVENT.** An educational, recognition, or training event for external dealers, distributors, or franchisees.

▶ **GREEN EVENT.** An event with both corporate objectives and Green objectives/directives to reduce the negative impact on the environment, as realized through sustainability, eco-friendly or recycled materials, and/or a reduction of energy consumption. List all Green elements and practices involved in the entry.

▶ **INTERNATIONAL EVENT.** A corporate or media event held *outside the United States*.

▶ **MEDIA EVENT.** An event at which *media* are the primary guests and the objective is to generate media coverage for a company and/or its products.

▶ **NONTRADITIONAL EVENT.** An event for customers, partners, or the media that *doesn't fit other categories*.

▶ **PRIVATE TRADE SHOW.** An event that includes a *trade show floor*.

▶ **PRODUCT LAUNCH.** An event used to *launch a product* to customers, partners, or the media.

▶ **ROAD SHOW/MULTIVENUE EVENT.** An event presented in *multiple locations*. The event may or may not be based on a vehicle platform, such as a tractor-trailer.

▶ **USER CONFERENCE.** An *educational* event hosted by a corporation.

▶ **VIRTUAL EVENT.** A *stand-alone or ancillary virtual event* targeting customers, prospects, and/or the media.

ENTRY REQUIREMENTS

1. ENTRY FORM. Submit the form at right (or download a form at www.ExhibitorOnline.com) in both hard-copy and electronic formats. If necessary, your electronic format may be a Word document (not a PDF) with the requested information in the same order as it appears on the form. (Include the electronic version on the "Format 1" CD/DVD/USB as described at right.)

2. PROJECT SUMMARY. Provide a written summary as both a hard-copy document and a Word document. (Include the electronic version on the "Format 1" CD/DVD/USB as described at right.) Include the following information:

- **Client company name and description** — Use 10 words or fewer to describe the company hosting the event. NOTE: If entering work for clients, be sure to get their permission prior to entering.
- **Event Location/Date**
- **Audience** — Who attended this event and what was their relationship to the client company?
- **Overall Summary** — Describe the event in three to four paragraphs.
- **Strategic, Company-Wide Objective** — Describe the company-wide objective that prompted the event. For example, was the company trying to grow its business? Had the company experienced a slump in customer loyalty? Had a new competitor entered the market?
- **Measurable Marketing Objectives** — Describe measurable, numeric objectives, such as leads, sales, attendance, press mentions, or ROI.
- **Solution** — Describe the event from beginning to end. How do attendees learn of the event, what do they experience at the event, and how does the host company follow up after the event?
- **Metrics** — Provide numeric, measurable results that correspond to the objectives, such as:
 - leads gathered
 - ROI
 - sales made as a direct result of the event
 - actual versus projected attendance
 - face time with customers
 - media impressions (clearly document your measurement techniques)
 - post-event survey results
- **Budget** — Provide the total event cost, including marketing, promotion, design, and production.
- **Event Creative/Production Agencies and Photographer** — List the creative and production agencies and include the following for each: contact person, mailing address, phone number, website, and e-mail address. Include a one-

2012 JUDGES PANEL



(left to right) Andrea Boos, events marketing manager, Siemens Healthcare, Malvern, PA; Erica Deri, events coordinator, Genetec, St-Laurent, Quebec, Canada; Ranae Hansen, director trade show & event technology services, CTS/Triad, Minnetonka, MN; Steven Marchese, CTSM, manager, corporate events, Fujifilm Medical Systems USA Inc., Stamford, CT; Allison Saget, event marketing consultant, author of *The Event Marketing Handbook*, San Francisco; Rob Stout, director of production, Encore Productions Inc., Las Vegas; Marc Wallis, events program manager, Intel Corp., Portland, OR



MARKETING STRATEGY AND EXECUTION

sentence explanation of what each company supplied for the event. Also list the photographer.

3. PHOTOS. Submit a minimum of five and no more than 25 electronic images of the event. Also include photos of promotional items such as invitations or giveaways, and if possible, send a sample of each item photographed. Submit identical images in two different formats on two separate CDs/DVDs/USBs.

• **Format 1 — (low resolution for judging purposes).** Drop JPEG images (up to 300 dpi) into a PowerPoint presentation, with one image per slide. Use a solid black background. Do not insert text or logos of any kind anywhere on the slides, and do not frame the photos with white borders. The Format 1 CD/DVD/USB should include an electronic version of your entry form and project summary, any videos (see below), and the PowerPoint of your images.

and

• **Format 2 — (high-resolution Raw, TIFF, EPS, or JPEG format for publication).** Provide the same images contained in the PowerPoint (see above), but include them as individual files in their original, high-res formats (i.e., do NOT drop them into a PowerPoint presentation). Files must be 300 dpi or more and 8.5-by-11-inch. Files must be in their original format, not JPEGs converted to TIFFs, for example. The Format 2 CD/DVD/USB should contain high-res images and any videos (see below).

NOTE: Label each CD/DVD/USB with the client-company name and category, along with the type of format — Format 1 Low Res or Format 2 High Res.

4. VIDEOS. Include any videos related to the event using a format compatible with Windows Media Player. Provide actual video files as opposed to YouTube links (as judges will not have live Internet access during judging). Include any videos on both the Format 1 and Format 2 CD/DVD/USB.

DEADLINES AND FEES

Early-bird deadline: Feb. 6, 2012, \$135. Final deadline: Feb. 17, 2012, \$185. Checks in U.S. funds (payable to EXHIBITOR Magazine) as well as Visa, MasterCard, and American Express credit cards are accepted.

AWARDS AND RECOGNITION

One Judges' Choice Award is offered, along with multiple Gold and Silver Awards. Awards may not be granted in all categories. Winners will be notified by April 30, 2012.

Winners that provide print-quality visuals as described above will be featured in the August issue of EXHIBITOR magazine. Visit www.exhibitoronline.com/exhibitoronline/mag_months/aug11_index.asp to view articles featuring last year's winners. Entries also are considered for features and columns unrelated to the competition.

JUDGES

The 2012 competition will be judged by a panel of marketing experts from a variety of fields.

NOTES

► By entering the Corporate Event Awards, entrants grant Exhibitor Media Group permission to reproduce the material entered in any magazine, book, promotional material, or online format it produces or owns.

► Entry materials will not be returned.

► For a list of dos and don'ts as well as a sample of a previous winner's entry, visit <http://www.exhibitoronline.com/awards/CEawards/dosanddonts.asp>.

► Entries submitted without all requirements will not be considered, and entry fees will not be refunded.

► When entering a project in more than one category, please supply a separate entry form for each, along with each additional entry fee.

ENTRY FORM

CATEGORY

NAME OF EVENT

ENTRANT COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

E-MAIL

PAYMENT METHOD: CHECK CREDIT CARD (BELOW)

CARD TYPE

CID# (THREE- OR FOUR-DIGIT SECURITY CODE)

NAME ON CARD

E-MAIL (TO WHICH RECEIPT SHOULD BE SENT)

MAIL ENTRIES TO: Linda Armstrong, EXHIBITOR Magazine

533 Double Tree Drive, Highland Village, TX 75077

972-317-1005, larmstrong@exhibitoronline.com

BUDGET (IN U.S. DOLLARS)

EVENT LOCATION/DATE

CLIENT COMPANY

CONTACT NAME

CITY/STATE/ZIP

PHONE

E-MAIL

NUMBER

EXPIRATION DATE

ZIP CODE OF CARDHOLDER