



**CALL FOR
ENTRIES**



**EXHIBITOR MAGAZINE'S
26TH ANNUAL
EXHIBIT DESIGN AWARDS**



**EARLY BIRD DEADLINE:
NOV. 17, 2011**

**FINAL DEADLINE:
DEC. 8, 2011**



EXHIBITOR MAGAZINE'S 26TH ANNUAL EXHIBIT DESIGN AWARDS

THE JUDGES

The 2012 jury comprises seven world-renowned design experts from a variety of fields, including graphic design, industrial design, architecture, and visual arts.



Maggie Cuesta,

dean of visual arts, New World School of the Arts, Miami



Martin Diaz-Yabor,

founder, Martin A.D. Yabor & Associates Inc., Miami



Rene Gonzalez,

principal, Rene Gonzalez Architect, Miami

ELIGIBILITY

Trade show exhibit designs making their debut in the United States or abroad between Dec. 1, 2009, and Dec. 1, 2011, are eligible.

CATEGORIES

(Projects may be entered in multiple categories.)

► **Before and After:** Exhibit refurbishment projects, showing “before” and “after” views. More than 50 percent of “before” exhibit must be reused in “after” project. List reused components in the summary, and label images “before” and “after.”

► Double-Deck

► **Excellent Elements/Applications:** Innovative elements or materials that are part of a larger exhibit. While not subcategories, the following types of elements are eligible. Written summaries should indicate which element you want judges to consider and should include descriptions pertaining to these specific components.

- **Components:** Examples include a stairway, lounge, reception desk, product display, light fixture, conference room, ceiling, etc.
- **Graphics:** Graphic design for the entire exhibit, and/or individual applications or purposes, such as the use of info graphics, way-finding systems, use of photography, product-display graphics, overhead-signage design, etc.
- **Materials:** Innovative use of materials within an exhibit. This includes everything from the way in which the material is used to the material itself.
- **Product/Service Demonstration:** In-booth product- or service-demo stations, kiosks, displays, etc.
- **Technology:** Innovative and effective use of technology or technological components.

► **Experiential Exhibits:** Exhibits expressly designed to create an experience for attendees, i.e., an exhibit design that activates attendees’ senses and goes above and beyond a static architectural structure.

► **Green Exhibits:** Exhibits that 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.

► In-Line

► **Interactive Exhibits:** Exhibits designed to actively engage attendees and provide an environment within which they can interact with the product, the structure, technology, other attendees, staffers, etc.

► **International Designer:** Exhibits designed by companies located outside the United States.

► **International Exhibit:** Exhibits designed by U.S. companies for trade shows outside the United States.

► Island

► **Lighting Design:** Lighting design for the entire exhibit.

► Peninsula

► **Self-Promotion:** Exhibits that promote exhibit designers, producers, or manufacturers.

► **Small Booths:** Exhibits 200 square feet or less.

► **Small Budgets:** Exhibits designed and built for less than \$75 per square foot.

► **Use of Storytelling:** An exhibit that’s specifically designed to tell the story of a product, users, brand, etc.

ENTRY REQUIREMENTS

Include the following items for each entry.

1. Entry Form and Fee. Submit the form at right (or download a form at www.exhibitoronline.com/awards/eda) in both hard-copy and electronic formats. If necessary, your electronic format may be a Word document 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 below.)

2. Project Summary. Provide a written summary in both hard-copy and electronic format. (Include the electronic version on the “Format 1” CD/DVD/USB as described below.) (The summary must be provided as a Word document.) In addition to the bulleted information below, make sure your written summary reflects the category in which your project is entered. For example, if your project is in the Lighting Design category, the summary should include detailed information about the lighting design. Include the following:

- Client-Company Description (10 words or less)
- Budget (design and fabrication)
- Design Challenges
- Design Solutions

3. Visuals. Include overall and detail images of the completed project. While renderings will be accepted among the images, at least three and no more than 20 images of the completed, assembled project must be included. Identical images must be submitted in two different formats on two separate CDs/DVDs/USBs. While not required, you may submit videos (in any format accepted by Windows Media Player). URLs are not accepted.

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, as well as the PowerPoint of your images, and any optional videos.

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 the floor plan (see below).

NOTE: Label the 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. Floor Plan: Include a high-res electronic floor plan in any file type on the “Format 2” CD/DVD/USB.

DEADLINES AND ENTRY FEES

Early bird deadline: Nov. 17, 2011, \$135. Final deadline: Dec. 8, 2011, \$185. Checks payable to EXHIBITOR magazine are accepted as well as Visa, MasterCard, and American Express. Payment must be made in U.S. funds.

AWARDS

One EGDE Award (for Exhibit Design

EARLY BIRD DEADLINE: NOV. 17, 2011 FINAL DEADLINE: DEC. 8, 2011



Tom Graboski,

principal, Tom Graboski & Associates Inc., Miami Beach, FL



Annette M. Piskel,

founder and creative director, AMPdzine, Fort Lauderdale, FL



Sarah Schleuning,

curator of decorative arts and design, High Museum of Art, Atlanta



Michael Wolk,

principal, Michael Wolk Design Associates, Miami

and Graphic Excellence), along with multiple Gold, Silver, and Bronze Awards will be given. Winners will be notified by March 1, 2012. Awards may not be granted in all categories.

WHAT'S IN IT FOR YOU?

▶ Winning projects that provide print-quality visuals as described at left will be featured in EXHIBITOR's May 2012 issue.

▶ One trophy will be awarded to each winning entrant, and additional trophies are available for purchase.

▶ Entries are considered for features and portfolios unrelated to the competition.

NOTES

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

▶ Entry materials will not be returned.

▶ When entering a design in more than one category, please supply a separate entry form for each, along with each additional entry fee. (Visuals and written summaries need not be duplicated.)

▶ For a list of do's and don'ts, visit <http://www.exhibitoronline.com/awards/eda/examples.asp#elements>

▶ By entering the Exhibit Design Awards, entrants grant permission to reproduce the material and information entered in any magazine, book, promotional material, or online format produced by Exhibitor Media Group.

MAIL ENTRIES TO:

Linda Armstrong
EXHIBITOR
533 Double Tree Drive
Highland Village, TX 75077
1-972-317-1005
larmstrong@exhibitor magazine.com

ENTRY FORM

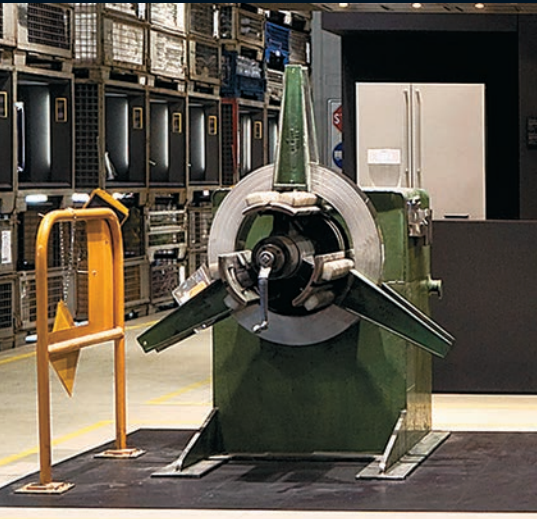
CATEGORY	FABRICATOR (CONTACT'S NAME)
DEBUT SHOW AND YEAR	FABRICATOR
BUDGET (DESIGN AND FABRICATION IN U.S. DOLLARS)	PHONE
COST PER SQUARE FOOT (IN U.S. DOLLARS)	E-MAIL
EXHIBIT DIMENSIONS (IN X-BY-X FEET)	CLIENT (CONTACT'S NAME)
ENTRANT (CONTACT'S NAME)	CLIENT COMPANY
ENTRANT COMPANY	PHONE
CITY, STATE, ZIP	E-MAIL
PHONE	PHOTO CREDIT (COMPANY NAME)
E-MAIL	PAYMENT METHOD: <input type="checkbox"/> CHECK ENCLOSED <input type="checkbox"/> CREDIT CARD (BELOW)
DESIGN FIRM (CONTACT'S NAME)	CARD NUMBER
DESIGN FIRM	EXPIRATION DATE
PHONE	3- OR 4-DIGIT SECURITY CODE
E-MAIL	NAME ON CARD
	ZIP CODE OF CARDHOLDER
	E-MAIL (TO WHICH RECEIPT SHOULD BE SENT)

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