



**CALL FOR
ENTRIES**



SIZZLE
HONORING EXCELLENCE IN TRADE SHOW EXHIBIT PROMOTIONS

**EXHIBITOR MAGAZINE'S
13TH ANNUAL SIZZLE AWARDS**



DEADLINES
EARLY BIRD: APRIL 16, 2010
FINAL: APRIL 30, 2010

ELIGIBILITY

Trade show exhibit promotions launched between April 15, 2008, and April 15, 2010, are eligible. Entries must include measurable, numeric objectives and results. (Projects promoting an entire trade show — as opposed to a single exhibit — are ineligible.)

CATEGORIES

NOTE: Projects may be entered in multiple categories.

► **Integrated Program:** Promotional marketing program incorporating the same theme or message in multiple promotion components, such as direct mail, giveaways, presentations, traffic builders, advertising, etc.

► **Direct Mail:** Direct-mail piece sent to targeted prospects or the press before or after the show. Examples include invitations, letters, postcards, brochures, 3-D mailers, premium items, etc.

► **Premium/Giveaway:** Free item distributed at a show that is intended to drive traffic to an exhibit or exhibitor's Web site — or to drive measurable sales or ROI after the show.

► **VIP Promotion:** Promotion targeting VIPs.

► **Product Demonstration:** Product demonstration offered in an exhibit or in conjunction with an exhibit. Examples include a live presentation, interactive game, un-manned demo station, interactive Web feed, etc.

► **Live Presentation:** Live presentation offered in an exhibit, e.g., a narrated sales pitch offered in an exhibit theater.

► **E-marketing/Social Media:** Promotion using e-mail, social media, microsites, and/or the exhibiting company's Web site as the delivery medium. (Must provide high-quality screen shots or printouts of campaign.)

► **Traffic Builder:** An activity inside or out of the show hall used to drive traffic to the exhibit, such as a contest, game, celebrity, performer, artist, virtual-reality experience, giveaway, educational seminar, etc.

► **Nontraditional Promotion:** Promotion strategy not represented in other categories, such as a guerilla-marketing tactic or a print or alternative ad (an ad placed in a publication or public facility, such as an airport or taxi, that is used to promote a trade show exhibit).

ENTRY REQUIREMENTS

Entries must provide the following:

1. ENTRY FORM AND FEE. 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 with the requested information in the same order as it appears on the form. (Include the electronic version on the "Format 1" CD as described at right.)

2. PROJECT SUMMARY. Include the following information in a Word document on the "Format 1" CD as described at right. Also print out this project summary and include it along with the printed entry form.

► **Exhibiting company name and description.**

► **Name, date, and location of the show.**

► **Target audience.** Briefly describe how this promotion is geared to meet the needs or interests of the target audience.

► **Goals.** Describe the promotion's measurable, numeric objectives, such as leads, ROI, sales, attendance, press mentions, etc.

► **Project description/solution.** Describe the promotion entered in detail.

► **Results.** Provide numeric, measurable results relative to the stated goals, such as leads, ROI, sales, attendance, press mentions, etc. Information must include comparisons that give the results a context. For example, include year-to-year comparisons, or compare results of similar promotional strategies.

► **Budget.** Include the creative and production budget.

► **Contributors.** List contact information for all companies/vendors involved and provide a brief description of each company's contributions.

► **Photo credits.** (If applicable.)

3. PRINT-QUALITY VISUALS. Submit at least three and no more than 25 high- and low-res images (see Format 1 and 2 below) of visual-support material, such as ads, invitations, mailers, giveaways, game cards/pieces; and photos of live presentations, booth design, etc. Identical images must be submitted in two different formats.

• **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 should include an electronic version of your entry form and project summary, as well as the PowerPoint of your images.

• **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 provided in their original format, not JPEGs converted to TIFFs, for example. The Format 2 CD should contain high-res images only.

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

4. SAMPLES. If possible, submit actual samples of photographed items, such as ads, game pieces, direct mailers, etc. Please include two of each item submitted. *NOTE:* Materials more than 24-by-24 inches will not be accepted. Do not mount visuals to materials such as foam core, cardboard, etc.

DEADLINES AND ENTRY FEES

Early-bird deadline: April 16, 2010, \$90 fee. Final deadline: April 30, 2010, \$130 fee. (Entries must be received on or before these dates, and short extensions may be granted on an individual basis.) Checks in U.S. funds (payable to Exhibitor Media Group) are accepted along with Visa, MasterCard, and American Express.

AWARDS

Judges will consider each entry's numeric, measurable goals and results, along with the project's level of creativity and innovation. All entries will be judged regardless of the number of entries in each category; however, awards may not be granted in all categories, and more than one award may be granted in some categories. Winners will be notified by July 9, 2010.

WHAT'S IN IT FOR YOU?

► Winners that provide print-quality visuals as described above will be featured in EXHIBITOR's October issue.

► One trophy will be awarded to each winning entrant.

► Entries are considered for possible use in features or columns unrelated to the competition.

► Winners will also be honored on the Awards Wall at EXHIBITOR2011.

NOTES

► By entering the Sizzle Awards competition, entrants grant permission to reproduce the materials and data entered in any magazine, book, online format, or promotional material produced by Exhibitor Media Group. 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. Plus, entries submitted without all requirements and those deemed ineligible will not be considered, and entry fees will not be refunded.

► When entering a project in multiple categories, please provide a separate entry form and fee for each.



JUDGES: Jim Dawson, president, Dawson Marketing Group; Stacy Landreth Grau, associate professor of professional practice in marketing, Neely School of Business, Texas Christian University; Michael Guillory, manager of worldwide brand and communications, Texas Instruments Inc.; Joe Laffey, vice president of media relations, Slingshot; Jeannine K. Swan, president and owner, Global Exhibit Management

ENTRY FORM

CATEGORY _____

SHOW NAME / DATE / LOCATION _____

BUDGET (IN U.S. DOLLARS) _____

ENTRANT'S NAME _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

E-MAIL _____

CLIENT (EXHIBITOR) CONTACT'S NAME _____

COMPANY _____

PHONE _____

E-MAIL _____

CREATIVE/DESIGN FIRM(S) CONTACT'S NAME _____

COMPANY _____

PHONE _____

E-MAIL _____

PRINT/PRODUCTION FIRM(S) CONTACT'S NAME _____

COMPANY _____

PHONE _____

E-MAIL _____

PAYMENT METHOD

CHECK ENCLOSED CREDIT CARD (BELOW)

CARD NUMBER _____

EXPIRATION DATE _____

CID# _____

NAME ON CARD _____

ZIP CODE OF CARDHOLDER _____

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@exhibitor magazine.com