

CALL FOR ENTRIES



SIZZLE

HONORING EXCELLENCE IN TRADE SHOW EXHIBIT PROMOTIONS

EXHIBITOR MAGAZINE'S 15TH ANNUAL SIZZLE AWARDS



DEADLINES

EARLY BIRD: APRIL 16, 2012
FINAL: APRIL 30, 2012



ELIGIBILITY

Trade show exhibit promotions launched or mailed between April 15, 2010, and April 15, 2012, are eligible. Entries must include measurable, numeric objectives and results. (Projects promoting an entire trade show are not eligible.)

CATEGORIES

- ▶ **Direct Mail:** Direct-mail piece sent to targeted prospects or the press before or after the show.
- ▶ **E-marketing/Social Media:** A trade show exhibit promotion using e-mail, social media, microsites, and/or the exhibiting company's website as the delivery medium. (Must provide high-quality, high-res screen shots of the campaign on CD/DVD/USB. Judges will not have Internet access.)
- ▶ **Integrated Program:** Promotional marketing program incorporating the same theme or message in multiple promotion components, such as direct mail, giveaways, presentations, traffic builders, etc.
- ▶ **Live Presentation:** Live presentation offered in an exhibit, e.g., a narrated sales pitch offered in an exhibit theater.
- ▶ **Nontraditional Promotion:** Promotion strategy not represented in other categories, such as a guerilla-marketing tactic.
- ▶ **Premium/Giveaway:** Free item distributed at a show that is intended to drive traffic to an exhibit or exhibitor's website — or to drive measurable sales or ROI after the show.
- ▶ **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, demo built into the booth design, interactive web feed, etc.
- ▶ **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.
- ▶ **VIP Promotion:** Trade show exhibit promotion targeting VIP attendees.

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/DVD/USB as described at right.)
- 2. PROJECT SUMMARY.** Include the following information in a Word document on the "Format 1" CD/DVD/USB. Also print out this project summary and include it along with the printed entry form.
 - ▶ **Exhibiting company name and description.** Describe the exhibiting company in 10 words or less.
 - ▶ **Name, date, and location of the show.**
 - ▶ **Target audience.** Briefly describe the target audience and how this promotion is geared to meet the needs or interests of this particular audience.
 - ▶ **Goals.** Describe the promotion's measurable, numeric objectives, such as leads, ROI, sales, attendance, press mentions, etc. Also include mention of any special challenges.
 - ▶ **Project description/solution.** Describe the promotion entered in detail, including all innovative elements, such as creation, development, use, etc.
 - ▶ **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/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. 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, 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/DVD/USB should include an electronic version of your entry form and project summary (Word document), the PowerPoint of your images, and any videos (see below).

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 provided in their original format. The Format 2 CD/DVD/USB should contain high-res images and any videos (see below).

NOTE: Label CD/DVD/USBs 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 promotion using a format compatible with Windows Media Player. Provide actual video files as opposed to YouTube links (as judges will not have Internet access during judging). Include any videos on both the Format 1 and Format 2 CD/DVD/USBs.

5. 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, 2012, \$100 fee. Final deadline: April 30, 2011, \$150 fee. (Entries must be received on or before these dates.) 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. The manner in which the entry is presented (e.g., packaging, folders, lamination, etc.) is irrelevant. 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 1, 2012.

WHAT'S IN IT FOR YOU?

- ▶ Winners that provide print-quality visuals as described above will be featured in EXHIBITOR's October issue.
- ▶ One custom trophy will be awarded to each winning entrant.
- ▶ Entries will be considered for possible use in features or columns unrelated to the competition.

NOTES

- ▶ By entering the Sizzle Awards, entrants (including all agencies and clients) grant permission to reproduce all data and materials 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 more than one category, please provide a separate entry form for each, along with each additional entry fee.

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
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