



EXHIBITOR Magazine's First Annual Corporate EVENT Awards

Honoring Excellence in Event Marketing

ELIGIBILITY

Corporate-event projects launching between April 1, 2002, and April 1, 2004, are eligible. A corporate event is defined as a proprietary marketing event at which external customers or members of the media are present. Examples of eligible corporate events include, but are not limited to: product launches, user conferences, VIP events, press receptions, hospitality events, road-show tours, mobile-marketing events, private trade shows, and dealer/distributor events. Trade-show exhibits and internal events, such as sales-incentive programs, company parties, and recognition programs, are ineligible.

CATEGORIES

NOTE: Projects may be entered in multiple categories.

TIER 1 – PERFORMANCE

Entries in the following categories are judged primarily on their ability to meet stated objectives and measurable results. Design and innovation are secondary criteria. Entries must provide measurable results, such as leads captured, sales made as a direct result of the event, and return on investment. Entries without measurable results will not be considered.

All categories in Tier 1 are subdivided by overall event cost. Please indicate one of the following cost categories under "cost range" on the entry form:

- Less than \$100,000
- \$100,000 – \$499,000
- \$500,000 – \$1 million
- More than \$1 million

► **HOSPITALITY EVENT.** An event intended to build or foster relationships with existing or prospective clients.

► **INTERNATIONAL EVENT.** Any corporate event (including media events) held outside the United States. International Event entries may also be entered in other categories.

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

► **MOBILE MARKETING / ROAD SHOW.** An event presented to a target market in multiple locations. Event may or may not be based on a vehicle platform. Examples include tractor-trailer road shows and marketing activities that travel to parks, fairs,

malls, nightclubs, tourist attractions, etc. Judges will consider the effectiveness of target-market attraction and message execution. (Innovative designs should be entered in the Mobile-Marketing Vehicle Design category.)

► **PRODUCT LAUNCH.** An event used to launch a product to external or prospective customers.

► **USER CONFERENCE OR PRIVATE TRADE SHOW.** An event hosted by a corporation for its user groups or distributors, or an educational sales event hosted by a corporation for current and prospective customers. Includes private trade shows. (Show-management companies are ineligible.)

► **NON-TRADITIONAL EVENTS.** A marketing event that doesn't fit other categories but at which external customers or the media are present.

TIER 2 – INNOVATION

Entries in the following categories are judged primarily on innovation, visual impact, and design standards. ROI and measurable results are

Deadline: April 23, 2004



secondary criteria. Judges examine: 1) how effectively entries deliver key messages about the host company's products, services, or brand; 2) the overall impact of the experience on attendees; and (3) the entry's ability to meet stated objectives.

► **DÉCOR DESIGN.** Overall event design or design elements, such as food and beverage displays, linen, seating, place settings, ice sculptures, floral arrangements, event entrances, stage design, etc.

ADDITIONAL REQUIREMENTS: Samples are encouraged when appropriate.

► **DIRECT MAIL / INVITATIONS.** Any collateral used to promote the event, invite targeted prospects or the press, or follow-up after the event. Examples include direct mail, invitations, letters, postcards, brochures, premium items, e-mail blasts, etc. Entries are judged on two criteria: 1) results and 2) design and innovation.

ADDITIONAL REQUIREMENTS: Measurable results, such as return and attendance rates, and samples of printed materials or digital screen shots of electronic pieces must be provided.

► **DISASTER AND RECOVERY.** Tale of a corporate-event disaster and the steps you took to recover from it. Entries are judged on the severity of the problem and the creativity of the solution.

ADDITIONAL REQUIREMENTS: Visuals are encouraged, but not required.

► **ENTERTAINMENT CONCEPT AND INTEGRATION.** Entertainment that complements the event's theme and location as well as the host company's message.

► **GIVEAWAY / GIFT BAG DESIGN.** Innovative, theme-driven premium or gift bag distributed to attendees at an event. Giveaways included in direct-mail promotions should be entered in the Direct Mail / Invitations category.

ADDITIONAL REQUIREMENTS: Giveaway or gift-bag samples are required.

► **MOBILE-MARKETING VEHICLE DESIGN.** Self-contained, traveling exhibit housed on a vehicle platform such as a tractor-trailer, mini-van, ship, etc.

► **SPECIAL EFFECTS / LIGHTING.** Special effects such as fog, lasers, pyrotechnics, and lighting.

► **TENT DESIGN.** Best use of a tent to house an event. Judges consider lighting, positioning, materials, rigging, theme, etc.

► **THEME / SLOGAN.** Innovative theme or slogan that carries through the entire event.

► **VENUE SELECTION.** Innovative use of an unusual venue for a corporate event, such as a city sewer system, hockey rink, or funeral home.



JUDGES (from left to right): Don Barshinger, president and executive creative director, Slack Barshinger; Bart Crosby, founder, Crosby Associates; Joseph Essex, co-founder, Essex Two; Eric Johnson, CMP, CMM, director, convention and trade show services, SmithBucklin Corp.; Glen Ramsborg, CRNA, Ph.D., founder and president, Ramsborg Group Ltd.

EXHIBITOR

EXHIBITOR MAGAZINE'S FIRST ANNUAL CORPORATE EVENT AWARDS



Corporate EVENT Awards: Honoring Excellence in Event Marketing

ENTRY REQUIREMENTS

Entries must provide information indicated in each category description as well as:

COMPLETED ENTRY FORM. (Also available at www.ExhibitorOnline.com.)

SYNOPSIS (not to exceed four pages). Include:

- ▶ **Client company name and description.** Use 10 words or less to describe the company hosting the event.
- ▶ **Location/Date.**
- ▶ **Audience.** Who attended this event and what was their relationship to the client company? Include both projected and actual attendance figures.
- ▶ **Marketing Objectives.** Be specific and include leads, sales, attendance, press mentions, ROI, etc.
- ▶ **Challenges.** Describe any problems or obstacles to success.
- ▶ **Solution.** Describe the event from beginning to end.
- ▶ **Budget.** Provide the total event cost, including design and production, as well as line-item breakdowns such as lighting, food and beverage, site rental, etc.
- ▶ **Suppliers.** List all suppliers involved in the event, and include the following for each: contact person, full mailing address, phone/fax numbers, Web site, and e-mail address. Also include a one-sentence explanation of what each company supplied for the event.
- ▶ **Results.** Provide measurable results such as leads gathered, ROI, sales made as a direct result of the entry, etc. Tier 1 entries are judged primarily on results. Tier 2 entries are judged primarily on design and innovation; however, results information will also be considered when appropriate.

VISUALS. Entries must include digital images of the event, including overall and detail images of the project. (The Disaster Recovery category is exempt from this requirement.) While computer-produced renderings will be accepted, at least three and no more than 15 images of the actual event or entry must be included. Samples of promotional items such as invitations or giveaways are also encouraged. (See individual categories for specific requirements.) *Identical images must be submitted in two different formats on two separate PC-formatted CDs.*

- ▶ JPEG format (up to 300 dpi and 8.5-by-11-inch).
- ▶ EPS (preferred) or TIFF format (300 dpi or more and 8.5-by-11-inch) Must be original EPS or TIFF files, not JPEGs converted to TIFFs, for example. If EPS or TIFF images are not available, 8.5-by-11-inch hard-copy color prints will be accepted.

NOTE: Entry materials will not be returned. Entries submitted without all requirements will not be considered, and entry fees will not be refunded.

ENTRY FEE

Fees are \$80 for each entry. Checks in U.S. funds and drawn on a U.S. bank are accepted as well as Visa, MasterCard, and American Express credit cards. Fees are non-refundable.

DEADLINE

Entries must be received by Friday, April 23, 2004.

AWARDS

Gold, Silver, and Special Merit Awards are offered in each category. All entries are judged regardless of the number of entries in each category, but awards are distributed based solely on merit. Gold, Silver, and Special Merit awards may not be granted in all categories, and some categories may not have any winners.

EXHIBITOR also offers two EMEE Awards – EXHIBITOR Magazine's Excellence in Events Awards. The program's top honor, EMEE Awards will be presented to one winner in each tier (Bottom Line and Innovation).

Winners will be notified by May 31, 2004. Winners that provide high-quality 8.5-by-11-inch color prints or original EPS or TIFF files of 300 dpi or higher (8.5-by-11-inch) will be featured in EXHIBITOR's August issue.

Note: By entering the Corporate EVENT Awards, entrants grant EXHIBITOR permission to reproduce the material entered in any magazine, book, promotional material, or online format produced by EXHIBITOR.

ENTRY FORM

CATEGORY

COST RANGE (TIER 1 ENTRIES ONLY)

NAME OF EVENT

EVENT LOCATION/DATE

BUDGET

ENTRANT COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE/FAX

E-MAIL

CLIENT COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE/FAX

E-MAIL

PAYMENT METHOD:

CHECK ENCLOSED CREDIT CARD (BELOW)

CARD TYPE

NUMBER

EXPIRATION DATE

NAME ON CARD

FAX NUMBER (TO WHICH RECEIPT SHOULD BE SENT)

MAIL ENTRIES TO:

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Deadline: April 23, 2004