# SUBMISSION INSTRUCTIONS EXHIBITOR Magazine's 27th Annual Sizzle Awards

# **Entry Requirements**

The following must be submitted for each entry.

- 1. **Entry Form and Fee.** Fill out the online entry form and remit payment via credit card.
- 2. PowerPoint/Summary (for judging purposes). Download the PowerPoint template. (Visit www.ExhibitorOnline.com/Sizzle and under How to Enter on the far right, click on PowerPoint Template under Step 3.)

  This document provides detailed instructions and a template to help you create a PowerPoint presentation that will be consistent with other entries. It will house your <a href="low-res visuals">low-res visuals</a> as well as a written description of the project. (You must use the template as opposed to your own design.) Do NOT include the name of creative or production firms anywhere in the PowerPoint EXCEPT on the last slide, which lists contributing firms.
- 3. **High-Res Photos (Raw, TIFF, EPS, or JPEG format for publication).** Submit at least five and no more than 30 electronic images of the project, and include any photos of promotional items such as invitations or giveaways. Files must be 300 dpi or more and 8.5-by-11-inch or more. These files are <u>in addition to</u> the low-res images included in the PowerPoint.
- 4. **Videos (optional, but recommended).** Include any videos related to the project using a format compatible with Windows Media Player. Provide actual video files as opposed to URLs. Submit any videos via Dropbox.

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# **Submission Directions**

- 1. Complete the online form and remit payment via credit card.
- 2. Submit the remaining requirements via Dropbox. (You must use Dropbox.com, as opposed to your company's preferred file-transfer service. You can sign up for a free account for this purpose.)
  Prior to submission, place all entry components the PowerPoint/summary, high-res photos, and video (optional) into a folder and label it with the award name (Sizzle), client-company name, and category you're entering. For example, your folder might be titled "Sizzle, Cisco Systems Inc., Integrated Program" or "Sizzle, Bob's Widgets, Direct Mail." Please use this exact format including the spaces and commas. Failure to do so may result in an inability to match your online entry to your Dropbox folder, thereby warranting your entry ineligible.
- 3. Finally, share this folder with larmstrong@exhibitormagazine.com, and ensure that it remains accessible through Dec. 31, 2024.

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# **Budget Ranges**

Select one of the following for the title slide of your PowerPoint presentation. See the PowerPoint Template for additional info.

- Less Than \$49,000
- \$50,000 \$74,000
- \$75,000 \$99,000
- \$100,000 \$199,000
- \$200,000 \$399,000
- \$400,000 \$499,000
- \$500,000 \$999,000
- \$1 \$1.9 million
- \$2 \$4.9 million
- \$5 million or more

# Categories

Select one of the following for the title slide of your PowerPoint presentation. See the PowerPoint Template for additional info.

- **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.
- E-marketing/Social Media: An exhibit promotion using email, social media, microsites, and/or the exhibiting company's website as the delivery medium.
   Provide high-quality, high-res screen shots of the campaign, along with any other supporting visuals, as digital files. URLs should only be used to supplement digital files.)
- **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.
- **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.

#### **Deadlines and Entry Fees**

- April 5, 2024 (\$195) early deadline
- April 12, 2024 (\$245) regular deadline
- April 19, 2024 (\$295) late deadline (last day entries are accepted)

Payment is collected via the online form and must be made in U.S. funds via Visa, MasterCard, or American Express. To be eligible for the pricing indicated, all entry requirements (including visuals submitted via Dropbox) must be submitted by 11:59 p.m. on or before each deadline. No entries (nor Dropbox materials) will be accepted after 11:59 p.m. on April 19, 2024.

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#### Additional Info

- Entries submitted without all requirements will not be considered, and entry fees will not be refunded.
- By entering the Sizzle Awards, entrants grant permission to reproduce the materials and information entered in any magazine, book, promotional material, or online/digital format produced by Exhibitor Media Group, and to display all materials and information at any EXHIBITORLIVE-related event.
- Pending judges' scores, winners may not be selected in all categories.
- Failure to provide a phone interview or significant discrepancies between the entry and information provided after judging could result in forfeiture of the award.
- EXHIBITOR reserves the right to disband the awards program if the quantity of entries affects the viability and integrity of the program. Should this happen, applicable entry fees will be refunded.

#### **Questions?**

Contact Linda Armstrong, <u>larmstrong@exhibitorgroup.com</u>.