

EXHIBITOR Magazine's All-Star Awards
*Honoring the Individual Accomplishments
of Exhibit and Event Marketers*

Deadline: Aug. 18, 2017
Cost to Enter: FREE

Award Summary

The annual All-Star Awards honor exhibit managers and corporate event planners who have developed innovative solutions that have dramatically improved their companies' programs. Awards are presented to industry leaders who have faced a specific problem or challenge, implemented an innovative solution, and achieved measurable, numeric results.

Eligibility

Trade show exhibit managers and corporate event managers are eligible. Previous All-Star Award winners are also eligible if their nominated projects have never received an EXHIBITOR award. Self and peer nominations are accepted, and agencies are encouraged to submit entries on behalf of their clients. There is no cost to enter the competition.

NOTE: Agency employees (such as exhibit-house account executives and show-management personnel) are ineligible.

Judges and Recognition

Members of EXHIBITOR's Editorial Advisory Board, CTSM graduates, and past winners will judge the competition. Award winners will be notified by Oct. 31, 2017, and will be featured in one of EXHIBITOR's winter issues. Winners will also receive a free one-day pass to EXHIBITORLIVE 2018.

Entry Requirements

1. **Entry form.** Fill out the online entry form.
2. **Written Summary.** Create a **Word** document with a detailed, three-part summary of the nominee's effort. Submit this Word document via Dropbox (as noted under Submission Directions). The summary must include:
 - **Specific problems or challenges.** Explain the nominee's one-time problem or challenge. For example:
 - Challenged to slash exhibiting costs, the nominee needed to maintain show presence and find a new way to display tons of construction-industry equipment, all despite skyrocketing transportation and drayage costs.
 - As a result of corporate restructuring, the nominee needed to invent a company-wide event strategy, create a new corporate identity, and cut product-launch costs.

- **Innovative solutions the nominee developed and implemented.** Explain in detail how the nominee solved the problems and/or overcame the challenges.
- **Measurable, numeric results achieved.** Describe the measurable, numeric results the nominee achieved. Be specific and include comparisons that give the results context, such as:
 - The nominee’s program returned 5,565 leads in 2016 — double the leads gathered in 2015.
 - The 2016 event budget was cut by \$20,000 – or 35 percent compared to 2015.
 - Exhibit traffic increased by 45 percent compared to the previous year’s booth.
- 3. **Visuals.** If available, supply visual support materials to illustrate the nominee’s efforts. Examples include: direct mailers, videos, exhibit and event photos, spreadsheets illustrating budget cuts, giveaways, etc. Provide visuals in the highest resolution and size available via DropBox as noted under Submission Directions.

Submission Directions

1. Complete the online form.
2. Submit the written summary (in Word format) and any visuals (highest size and resolution available) via Dropbox. (You must use Dropbox.com, as opposed to your company's preferred file-transfer service.) Prior to submission, place the summary and visuals in one folder and label it with the award abbreviation and the nominee's name. For example, your folder might be titled "All Stars, Bob Smith."
3. Share this folder with larmstrong@exhibitormagazine.com, and ensure that it remains accessible through December 2017.

Deadline

Entries (including the online form, Word doc, and any visuals) must be received by Aug. 18, 2017.

Notes/Permission

By entering the All-Star Awards, entrants (including the nominee and all agencies) grant Exhibitor Media Group permission to reproduce the materials and data provided in any magazine, book, electronic medium, or promotional material it owns. Entry materials will not be returned. Agency entrants must secure client permission *before* entering, and all companies involved must be willing to provide an interview if necessary. Failure to provide an interview, insufficient summary information, and/or significant discrepancies between the entry and information provided after judging could result in forfeiture of the award.

Questions?

Contact Linda Armstrong at larmstrong@exhibitormagazine.com.