

# SUBMISSION INSTRUCTIONS

## EXHIBITOR Magazine's 14th Annual Corporate Event Awards

*Honoring excellence in Event-Marketing Strategy and Execution*

### Eligibility

Corporate events launched between Jan. 9, 2015, and Jan. 9, 2017, are eligible. A corporate event is defined as a proprietary marketing event at which external customers (other businesses, partners, or consumers) or members of the media are the target audience. (See categories for eligible event types.) The following events are **ineligible**: trade show exhibits and internal events, such as sales-incentive programs, company parties, and recognition programs. (*Winning projects in the 2016 competition are ineligible in 2017.*)

### Criteria/Recognition

- **Criteria**

Entries are judged primarily on their measurable results and level of innovation. Entries must provide measurable, numeric objectives and corresponding measurable, numeric results such as leads gathered, sales made as a direct result of the event, media coverage, or return on investment. Entries without measurable objectives and results will not be considered.

- **Recognition**

One Judges' Choice Award is offered, along with multiple additional awards. Awards may not be granted in all categories. Winners will be notified by April 30, 2017. Winners that provide print-quality visuals as described in the Submission Instructions will be featured in the August issue of EXHIBITOR magazine. Entries also are considered for features and columns unrelated to the competition.

### Categories

Projects may be entered in multiple categories, but each category submission will require an additional fee.

- **C-level/VIP Event.** An event that targets *executive* customers or partners.
- **Cost Cutting.** An event that has maintained or exceeded expectations despite a year-over-year budget reduction. In addition to the summary requirements, indicate the amount or percentage of budget reduction and explain the tactics used to adjust to the reduction and still maintain effectiveness.
- **Customer-Appreciation Event.** An event intended to build or foster *relationships* with customers or partners.
- **Dealer/Distributor Event.** An educational, recognition, or training event for external *dealers, distributors, or franchisees*.
- **Green Event.** An event with both corporate objectives and Green objectives/directives to reduce the negative impact on the environment as realized

- through sustainability, eco-friendly or recycled materials, and/or a reduction of energy consumption. List all Green elements and practices involved in the entry.
- **International Event.** A corporate or media event held *outside the United States*.
  - **Media Event.** An event at which members of the *media* are the primary guests and the objective is to generate media coverage for a company and/or its products.
  - **Nontraditional Event.** An event for customers, partners, or the media that *doesn't fit other categories*.
  - **Private Trade Show.** An event that includes a *trade show floor*.
  - **Product Launch.** An event used to *launch a product* to customers, partners, or the media.
  - **Road Show/Multivenuue Event.** An event presented in *multiple locations*. The event may or may not be based on a vehicle platform, such as a tractor-trailer.
  - **User Conference.** An *educational* event hosted by a corporation.
  - **Virtual Event.** A *stand-alone or ancillary virtual event* targeting customers, prospects, and/or the media.

## Entry Requirements

1. **Entry Form and Fee.** Fill out the online entry form and remit payment via credit card. (See [www.exhibitoronline.com/Awards/CEA/registration-s.asp](http://www.exhibitoronline.com/Awards/CEA/registration-s.asp))
2. **Project Summary.** Provide project information via written summary, and submit it in Word format via Dropbox.com. (See Submission Directions below.) Include the following information:
  - **Client company name and description** — Use 10 words or fewer to describe the company hosting the event. NOTE: If entering work for clients, obtain their permission prior to entering.
  - **Event Location/Date**
  - **Audience** — Who attended this event and what was their relationship to the client company?
  - **Overall Summary** — Describe the event in three to four paragraphs.
  - **Strategic, Company-Wide Objective** — Describe the company-wide objective or CEO directive that prompted the event. For example, was the company trying to grow its business or increase revenue? Had the company experienced a slump in customer loyalty? Had a new competitor entered the market?
  - **Measurable Marketing Objectives** — Describe the measurable, numeric objectives, such as leads, sales, attendance, press mentions, or ROI.
  - **Solution** — Describe the event in detail from beginning to end. How do attendees learn of the event, what do they experience at the event, and how does the host company follow up after the event?
  - **Metrics** — Provide numeric, measurable results that correspond to the objectives, such as:
    - leads gathered
    - ROI
    - sales made as a direct result of the event
    - actual vs. projected attendance
    - face time with customers

- media impressions (clearly document your measurement techniques)
    - media mentions
    - post-event survey results
  - **Event Creative/Production Agencies and Photographer** — List the creative and production agencies and include the following for each: contact person, mailing address, phone number, website, and email address. Include a one-sentence explanation of what each company supplied for the event. Also list the company that provided the photography.
3. **Art/Visuals.** Submit at least five and no more than 25 electronic images of the event, and include any photos of promotional items such as invitations or giveaways. **Submit identical images in two different formats via Dropbox.com.** (See submission directions.)

**Format 1 — (low resolution for judging purposes).** Drop low-res JPEG images into a PowerPoint presentation, with one image per slide. Use a solid black background. Do *not* insert logos on the slides, and do not frame the photos with white borders. You may briefly describe the photos (if necessary) with one short sentence per slide; however, text should not mention the creative/production firms involved in the project.

**and**

**Format 2 — (high-resolution Raw, TIFF, EPS, or JPEG format for publication).** Provide the same images contained in the PowerPoint (see above), but as individual files in their original, high-res formats. Files must be 300 dpi or more and 8.5-by-11-inch.

4. **Videos (optional, but recommended)** — Include any videos related to the event using a format compatible with Windows Media Player. Provide actual video files as opposed to URLs. Submit any videos via Dropbox.com. (See submission directions.)

## **Submission Directions**

1. Complete the online form (<http://www.exhibitoronline.com/awards/cea/registration.asp>) 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.)
3. Prior to submission, place all entry components — the project summary, visuals (two formats), and video (optional) — into a folder and label it with the award abbreviation (CEA), client-company name, and category you're entering. (Please use commas as indicated.) For example, your folder might be titled "CEA, Cisco Systems Inc., Media Event" or "CEA, Bob's Widgets, International Event."
4. Share this file with [larmstrong@exhibitormagazine.com](mailto:larmstrong@exhibitormagazine.com), and ensure that it remains accessible through Aug. 31, 2017.

## **Deadlines and Entry Fees**

Early bird deadline: Jan. 9, 2017, \$155

Final deadline: Jan. 16, 2017, \$195

Payment must be made in U.S. funds via Visa, MasterCard, or American Express. To be eligible, all entry requirements must be submitted on or before the deadlines.

## **Additional Info**

- Entries submitted without all requirements will not be considered, and entry fees will not be refunded.
- By entering the Corporate Event Awards, entrants grant permission to reproduce the materials and information entered online and via DropBox 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.
- To receive the early, discounted rate, all components must be received on or before the early deadline. To be eligible for the competition, all components must be received on or before the final deadline.
- No refunds will be given once the online form and payment process have been completed.
- Pending judges' scores, winners may not be selected in all categories.
- Failure to provide an interview or significant discrepancies between the entry and information provided after judging could result in forfeiture of the award.

## **Questions?**

Contact Linda Armstrong, [larmstrong@exhibitormagazine.com](mailto:larmstrong@exhibitormagazine.com).