



**CALL FOR
ENTRIES**



SIZZLE
HONORING EXCELLENCE IN TRADE SHOW EXHIBIT PROMOTIONS

**EXHIBITOR MAGAZINE'S
12TH ANNUAL SIZZLE AWARDS**



DEADLINES
EARLY-BIRD: APRIL 10, 2009
FINAL: APRIL 20, 2009

ELIGIBILITY

Trade show exhibit promotions launched or mailed between April 15, 2007, and April 15, 2009, are eligible. Entries must include measurable, numeric objectives and results. (Projects promoting an entire trade show — as opposed to a single exhibit — are ineligible.)

CATEGORIES

NOTE: Projects may be entered in multiple categories.

► **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.

► **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.

► **Premium/Giveaway:** Free item distributed at a show that is intended to drive traffic to an exhibit or exhibitor's Web site — or to drive measurable sales or ROI after the show.

► **VIP Promotion:** Promotion targeting VIPs.

► **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.

► **Live Presentation:** Live presentation offered in an exhibit, e.g. a narrated sales pitch offered in an exhibit theater.

► **E-marketing:** A trade show exhibit promotion using e-mail and/or the exhibiting company's Web site as the delivery medium.

► **Traffic Builder (Quantity):** An activity inside or out of the show hall used to drive high-volume, unqualified traffic to the exhibit, such as a contest, game, celebrity, performer, artist, virtual-reality experience, etc.

► **Traffic Builder (Quality):** An activity inside or out of the show hall used to drive qualified leads to the exhibit, such as a contest, giveaway, educational seminar, product demonstration, virtual-reality experience, etc.

► **Nontraditional Promotion:** Promotion strategy not represented in other categories, such as a guerilla-marketing tactic or a print or alternative ad (an ad placed in a publication or public facility, such as an airport or taxi, that is used to promote a trade show exhibit).

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. (Include the electronic version on the "Format 1" CD as described at right.)

2. PROJECT SUMMARY. Include:

► **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, redesign, 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.** Total creative and 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. PRINT-QUALITY 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, game cards/pieces, 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 include text or logos of any kind anywhere on the slides, and do not frame the photos with white borders. The Format 1 CD should include an electronic version of your entry form and project summary, as well as the PowerPoint of your images.

• **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 8.5-by-11-inch. Files must be in their original format, not JPEGs converted to TIFFs, for example. The Format 2 CD should contain high-res images only.

NOTE: Label CDs with the client-company name and category, along with the type of format — Format 1 Low Res or Format 2 High Res.

4. SAMPLES. If possible, submit samples of photographed items, such as ads, game pieces, direct mailers, etc. *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 10, 2009, \$90 fee. Final deadline: April 20, 2009, \$130 fee. 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. 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 June 30, 2009.

WHAT'S IN IT FOR YOU?

► Winners that provide print-quality visuals as described above will be featured in EXHIBITOR's October issue.

► Entries are considered for possible use in features or columns unrelated to the competition.

► Award entrants and winners are also honored at the EXHIBITOR2010 in Las Vegas, the world conference and exhibition for trade show and corporate event marketers.

NOTES

► By entering the Sizzle Awards competition, entrants grant EXHIBITOR and Corporate EVENT magazines permission to reproduce the materials and data 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.



JUDGES: Karin Arden, marketing manager, Ad Tangibles; Richard Byrd, president, Fast Forward Marketing; Ron Palfrey, director of creative services, The Nissen Group; James Slusser, president, Tampa Bay Chapter of the American Marketing Association; Sarah Tildsley, creative director, Roberts Communications

ENTRY FORM

CATEGORY

SHOW NAME / DATE / LOCATION

BUDGET

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)

NUMBER

EXPIRATION DATE

CID#

NAME ON CARD

ZIP CODE OF CARDHOLDER

EMAIL (TO WHICH RECEIPT SHOULD BE SENT)

MAIL ENTRIES TO:

Linda Armstrong
EXHIBITOR Magazine
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