

# EXHIBITOR Magazine's 21st Annual Sizzle Awards

*Honoring excellence in trade show exhibit promotions.*

## Eligibility

Trade show exhibit promotions launched or mailed between April 13, 2016, and April 13, 2018, are eligible. Entries must include measurable, numeric objectives and results. (Projects promoting an entire trade show — as opposed to a single exhibit — are not eligible.) *(Winning projects in the 2017 competition are ineligible in 2018.)*

## Criteria/Recognition

### Criteria

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.

### Recognition

Winners that provide print-quality visuals and verbal interviews will be featured in EXHIBITOR's October issue. One custom trophy will be awarded to each winning entrant, and all entries will be considered for possible use in features or columns unrelated to the competition.

## Categories

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

- **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. (Must provide high-quality, high-res screen shots of the campaign on CD/USB. Judges will not have internet access.)
- **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.

## Entry Requirements

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 at <http://www.exhibitoronline.com/awards/sizzle/SizzleAwardsTemplateandExample.pptx>  
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 low-res visuals as well as a written description of the project. (You must use the template as opposed to your own design.)
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.
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.

## 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.)
3. 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. Finally, share this folder with [larmstrong@exhibitormagazine.com](mailto:larmstrong@exhibitormagazine.com), and ensure that it remains accessible through Oct. 1, 2018.

## **Deadlines and Entry Fees**

Early bird deadline: April 6, 2018, \$140

Final deadline: April 13, 2018, \$175

Payment is collected via the online form and 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 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.
- 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.
- Pending judges' scores, winners may not be selected in all categories.
- Failure to provide a verbal 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).