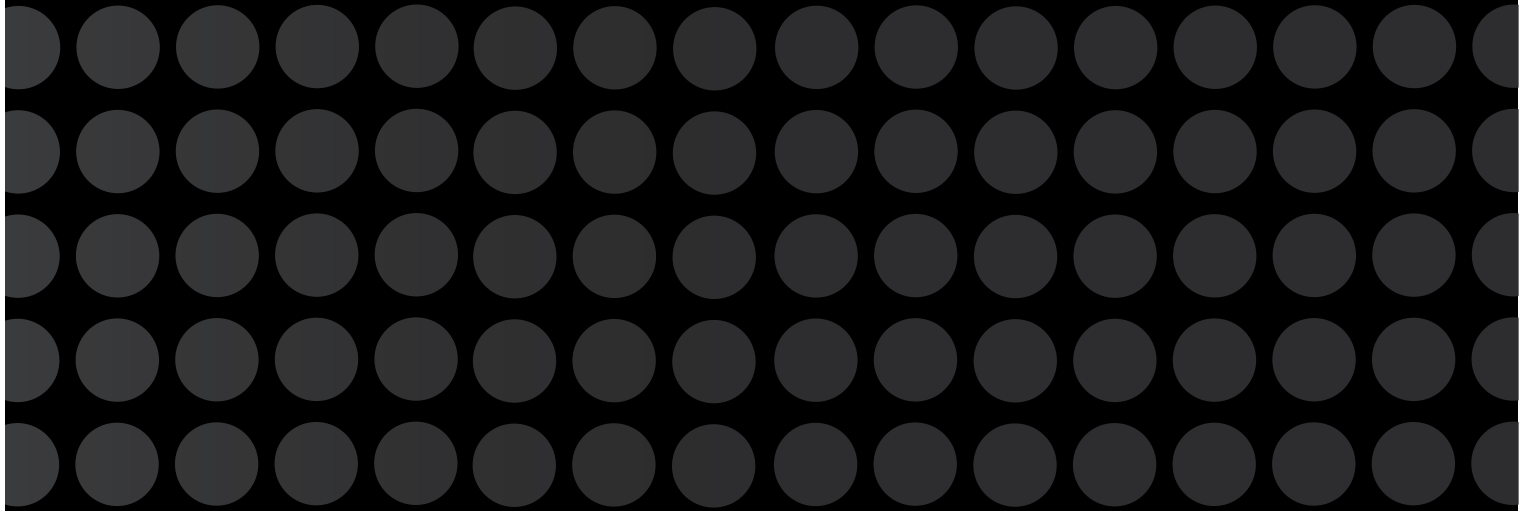


2011

EEAA AWARDS

— *for excellence* —



MAJOR PARTNERS



SUPPORTING PARTNERS



ABOUT THE AWARDS



2011
EEAA AWARDS
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Judged by independent industry experts, the EEAA Awards for Excellence are a tribute to outstanding achievement within the Australian and New Zealand exhibition and events industry.

EACH YEAR THE AWARDS

- Recognise excellence and leadership in our industry
- Showcase members' innovation, performance and success
- Enhance brand recognition and prestige for shows, events, products and services within our industry
- Give winners and finalists a marque of distinction and quality that adds weight and authenticity to promotional campaigns
- Promote the exhibition and events industry to exhibitors, show visitors, and the wider community
- Give recognition for those working in the exhibition and events industry
- Foster high standards in the exhibition and events industry
- Provide a benchmark for excellence within our industry
- Reinforce the contribution of our industry
- Enhance the expertise and credibility of venues, suppliers and organisers within the industry

BENEFITS FOR FINALISTS & WINNERS

- Promotion on the EEAA websites:
www.eeaa.com.au; www.gotapassion.com.au
- Inclusion in special awards announcements to all members
- Award certificate
- Promotional opportunities for your business
- Greater recognition as an innovator and leader
- Improved ability to attract talented staff
- Increased recognition within our industry and with external stakeholders

NATIONAL WINNERS – ADDED BENEFITS

- A winner's award trophy
- Use of the EEAA awards "Seal of Excellence" – a special logo available only to winners to display on your website and marketing collateral for up to three years
- Promotion of award winners with a targeted PR campaign of EEAA

IMPORTANT DATES

Event qualification period: 1 October 2010 to 30 September 2011

Entries close: 5pm Friday 7 October 2011

EEAA Awards presentation night: Tuesday 6 December 2011 – Crystal Palace, Luna Park Sydney

AWARD CATEGORIES



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Entrants will be judged against each of the criteria listed. Nominations should address each of the criteria separately.

ALL Submissions should include a 200 word summary to be used for PR purposes. This is in addition to the 1,000 word entry submission as outlined in the submission guidelines.

AWARD CATEGORIES AND CRITERIA

BEST CONSUMER SHOW under 10,000 m²

BEST CONSUMER SHOW over 10,000 m²

BEST TRADE SHOW under 10,000 m²

BEST TRADE SHOW over 10,000 m²

BEST NEW SHOW

Entry in the above categories includes automatic entry into the Best Australian Show & Best NZ Show awards

AWARD ASSESSMENT CRITERIA

Entries are to address the following criteria:

- **Visitor Evaluation** – Describe what visitor evaluation was undertaken pre, during or post show. Explain how this was used
- **Exhibitor Evaluation** – Describe what exhibitor evaluation was undertaken pre, during or post show. Explain how this was used
- **Marketing Campaign** – Explain what strategies were used to promote the show and what results were achieved
- **Innovation** – Describe new and innovative methods used to promote or enhance the show
- **Results to Budget/Investment** – Provide details of results against budget, investment or KPIs

BEST CUSTOM STAND

- **Brief and Creative Response** – Summarise the client's brief and how you addressed the brief
- **Timeframe** – Explain challenges and opportunities in meeting the client's timeframe
- **Budget Management** – Explain the challenges and opportunities created by the client's budget
- **Innovation** – Describe new and innovative elements of the stand which were designed to enhance visitor experience
- **Corporate Social Responsibility** – Detail what you did to deliver a more ecological and socially responsible stand in terms of design, materials, energy and waste management

MOST INNOVATIVE MARKETING CAMPAIGN

- **Strategy** – Describe the strategy for the marketing campaign
- **Creative** – Explain what the creative focus was
- **Integration** – Describe how the elements of the marketing communications strategy were integrated
- **Results to Budget** – Provide details of results against budget
- **Outcomes** – Describe what was achieved and how it contributed to the show's success. Use "measurable" results

BEST GREEN INITIATIVE

- **Brief** – Provide a summary of initiative
- **Impact** – Detail what impact the green initiative had on costs, waste management and reputation
- **Marketing** – Describe how the green initiative was leveraged in marketing
- **Functionality** – Explain how functional was the initiative
- **Lessons Learnt** – Explain what lessons were learnt from adopting a green initiative

AWARD CATEGORIES



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Award Categories and criteria continued.

AWARD CATEGORIES AND CRITERIA	AWARD ASSESSMENT CRITERIA Entries are to address the following criteria:
BEST SAFETY INITIATIVE	<ul style="list-style-type: none">– Impact – Describe how safety was improved– Innovation – Describe new and innovative methods used to promote or enhance this initiative– Functionality – Detail how user friendly was the initiative and if it was cross functional– Cost Effectiveness – Detail the cost implications involved– Process Integration – Define what systems have been adopted to enable the safety initiation to be adopted in future process
BEST NEW PRODUCT OR SERVICE	<ul style="list-style-type: none">– Innovation – Describe what was the product/service and how is it innovative– Research – Detail what research/market insight was undertaken to identify the market opportunity– Promotion – Describe how the product/service was marketed– Functionality – Give detail as to how functional the product/service is– Cost Effectiveness – Detail the cost effectiveness or ROI
BEST SHOW TEAM BEST VENUE TEAM BEST SUPPLIER TEAM Self nomination or 3rd party nominations are applicable to these three categories	<ul style="list-style-type: none">– Brief – Describe the brief– Achievement – Detail what was achieved by the team– Strategies – Outline the strategies used for communication, issues management, reporting– Recognition – Explain how efforts were rewarded and recognised– Customer Service – Explain how the client/customer benefited from the teamwork
RICHARD GEDDES YOUNG ACHIEVER Nominee must be: Employed by an EEAA member company Aged under 30 (as at 30/9/2011) Nominated by employer and one other EEAA member company	<ul style="list-style-type: none">– Demonstrated Achievements – Describe what the candidate achieved– Team Spirit – Detail how team spirit was shown– Innovation/Creativity – Explain where the candidate showed innovation and creativity– Performance to KPIs – Give details of candidate's performance against KPIs– Leadership Qualities – Describe the most evident leadership qualities shown and what difference did these qualities make

NOMINATION SUBMISSION FORM



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Email your submission to memberservices@eeaa.com.au or send a CD to EEAA Secretariat

Exhibition and Event Association of Australasia, PO Box 952, Chatswood NSW 2057 T: +61 2 9413 9520 F: +61 2 8088 1325

DETAILS OF PERSON MAKING SUBMISSION

Name

Organisation

Postal Address

Phone Number(s)

Signature

Email

Date / / 2011

By signing above I acknowledge I have read and agree to abide by the Awards for Excellence Rules and Guidelines

AWARD SUBMISSION DETAILS – Please tick the category you are entering

If entering multiple categories use a separate form for each category, complete payment details once only.

- | | | |
|---|---|--|
| <input type="checkbox"/> Best Consumer Show under 10,000 m ² | <input type="checkbox"/> Best Custom Stand | <input type="checkbox"/> Best Show Team |
| <input type="checkbox"/> Best Consumer Show over 10,000 m ² | <input type="checkbox"/> Most Innovation Marketing Campaign | <input type="checkbox"/> Best Venue Team |
| <input type="checkbox"/> Best Trade Show under 10,000 m ² | <input type="checkbox"/> Best New Product / Service | <input type="checkbox"/> Best Supplier Team |
| <input type="checkbox"/> Best Trade Show over 10,000 m ² | <input type="checkbox"/> Best Green Initiative | <input type="checkbox"/> Richard Geddes Young Achiever |
| <input type="checkbox"/> Best New Show | <input type="checkbox"/> Best Safety Initiative | |

NAME of Event/Show/Service/Product/Nominee

DATE of Event/Show/Service/Product/Nominee DOB / /

DESCRIPTIVE SUMMARY of Event/Show/Service/Product/Nominee (up to 200 words)

Has your entry been prepared by a PR agency Y N

SUBMISSION CHECKLIST – Please tick to indicate tasks you have completed and/or enclosed

- | | |
|--|---|
| <input type="checkbox"/> Single document consisting of 200 word summary to be used for PR purposes plus typed submission up to 1000 words (no hand written entries will be accepted) in PDF format | <input type="checkbox"/> Supporting documentation (maximum 2 x A4 attachments e.g. photographs, graphs, stats, marketing material, samples, testimonials) – max file size for document and supporting documentation is 2 MB |
| <input type="checkbox"/> Up to 3 images that can be used for PR purposes – max file size for all images is MB | <input type="checkbox"/> This form completed and enclosed with submission entry fee \$225.00 per category entered |
| <input type="checkbox"/> Is the project or event audited by Circulations Audit Board <input type="checkbox"/> Y <input type="checkbox"/> N | |

NOTE: Maximum submission file size (document and supporting documentation) is 2 MB

PAYMENT DETAILS

Number of Categories entered =

x \$225.00 per category =

TOTAL PAYMENT

CHEQUE ATTACHED cheques to be payable to Exhibition and Event Association of Australasia

CREDIT CARD Mastercard Visa Diners American Express

Card Number / / /

Signature

Name on card

Expiry / (mm/yy)

ENTRY RULES AND GUIDELINES



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WHAT THE JUDGES ARE LOOKING FOR

- A response to each of the specific criteria for the award category
- Success and results information to be substantiated by facts and figures
- Testimonials, photographs, graphs, charts, tables and other illustrative methods to demonstrate and substantiate your claims

SUBMISSION GUIDELINES

- You are able to submit up to 1000 words in support of your submission and should address the specific criteria for the category
- All submissions must be typed, not hand-written
- You can submit a maximum of 2 x A4 attachments (e.g. photographs, graphs, marketing material, testimonials)
- Entries must be submitted in soft copy in PDF format by email to memberservices@eeaa.com.au (maximum file size 2 MB) or send a CD to Sandra Stocken, EEAA, PO Box 952 Chatswood NSW 2057. If sending a CD it must be received by the closing date
- All entries should be accompanied by up to 3 high resolution images suitable for use in PR – maximum file size for all 3 images is MB
- Please include a completed EEAA 2011 Awards for Excellence Nomination Submission form
- Entries not complying with the Guidelines will be penalised by up to 20% of final score

ELIGIBILITY AND CONDITIONS OF ENTRY

- Any organisation that makes a submission must be a financial EEAA member
- Any organisation nominated in a submission must be a financial EEAA member
- Events, shows or achievements must have taken place within the qualifying period (see Important Dates)
- Receipt of submissions will be acknowledged by email
- Each entry will be scored by three judges for each award. Each criteria will be marked by each judge who can give a score of 1–10 (1=lowest; 10=highest). A maximum score is therefore 50 from each judge; 150 in total. The nomination with highest total score will be deemed the winner
- An independent arbiter will be appointed in the case of two or more submissions scoring equal points
- EEAA retains the right to contact finalists prior to the awards presentation
- By entering a submission you give EEAA or its appointed contractor/representative permission to publish information contained within your submission including photographs, company logo, profiles, and non-pecuniary information. You also grant permission to pass your contact details to media for publicity purposes
- EEAA reserves the right to not make an award in any category
- Entrants agree to abide by the judges' decisions and there will be no appeals

2010 WINNER TESTIMONIALS



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“The EEAA Awards for Excellence are an important source of recognition for our specialist services and our efforts to remain at the leading edge of our field. The opportunity to be acknowledged from among our industry peers not only highlights our past success but also helps to drive our future achievements. Our recent wins in the EEAA Awards have helped recognise the skills of our team and the innovations we offer, giving us an invaluable tool to promote the Sydney Convention and Exhibition Centre around Australia and internationally.”

Ton van Amerongen Chief Executive, Sydney Convention and Exhibition Centre

“You’ve got to be in to win! Yes, it takes time to apply but its well worth the effort. The prestige of the award uplifts the entire team, reaffirms what you do and validates the hard work put in. We’ve loved the publicity and honour our EEAA awards have given us and only hope we’re worthy of another shot at one this year.”

Dona White CEO, North Port Events

“We were delighted to win the award for ‘Best Trade Show Over 10,000m²’. It is wonderful to receive industry recognition for your efforts and helps to raise your profile as a team and company who strives for excellence.”

Bill Hare Event Director, Diversified Exhibitions

“As a winner at the EEAA 2010 Awards, we have truly benefited from the recognition and prestige the award holds within the exhibition industry. The award signifies great merit for all exhibitions involved and has provided the Show with a platform for longevity. It was a momentous experience for both The Baby & Toddler Show team organized by Single Market Events and we are truly thankful for the opportunity.”

Emma Radford Marketing Executive, Single Market Events

“The EEAA Awards programme provides a great opportunity to showcase innovation and outstanding service. Winning the award for Best Custom Stand in 2010 provided DE&E with industry recognition along with great promotional benefits.”

Cass Thompson Marketing Co-ordinator, Decorative Events & Exhibitions

“ETF winning Best Show Team in the 2010 EEAA Awards was wonderful recognition from our industry of the creativity and effort of our team in delivering a difficult event on the other side of the world in Algeria. However an equally important outcome for ETF occurred even before the awards as the process of compiling our entry focused us on our people and their achievements.”

Rodney Cox Director, Exhibitions & Trade Fairs