EEAA 2017 AWARDS
ENTRY KIT
Enter online at
eeaa.awardsplatform.com
The Exhibition and Event Association Awards for Excellence celebrates outstanding achievement within the exhibition and event industry. This is the event to showcase your outstanding work and contribution to the industry.

The EEAA 2017 Awards for Excellence will be presented at a gala dinner on Wednesday, 29 November in Melbourne. We will also celebrate the 25th anniversary of the Association.

Entries will be judged by a panel of over 30 independent industry experts including representatives of the international events community. There’s no better way to promote our industry, expertise and outstanding staff than by entering the EEAA Awards for Excellence.

This kit contains all you need to know in order to lodge your entries. Entries close on 22 September 2017.

In 2017, we are pleased to introduce four new awards to provide more opportunity to celebrate excellence and reward achievement.

**EEAA AWARDS FOR EXCELLENCE HALL OF FAME**

This Award recognises those who have won an award in the same category for three consecutive years. Introduced in 2014, it recognises consistent high achievers. For shows to qualify for the Hall of Fame, the same show must have been held in the same city or state for three consecutive years. Winning a place in the Hall of Fame means you will be unable to enter the same award category for two years.

Past Hall of Fame winner:
Best Green Initiative - Reed Exhibitions Australia
Category winner in 2014, 2013 and 2012

IN LINE FOR HALL OF FAME this year:
Best Supplier Team - Services or Products
Harry the Hirer
Category winner in 2016 and 2015

**THE AWARD CATEGORIES ARE:**

- 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
- Best Association Event
- Best Custom Stand
- Most Outstanding Marketing Campaign
- Best New Product or Service
- Best New Initiative - Large Scale Venue
- Best New Initiative - Small Scale Venue
- Best Corporate Citizenship
- Best Show Team
- Best Venue Team
- Best Supplier Team – Event
- Best Supplier – Services or Products
- Richard Geddes Young Achiever
- NEW Unsung Hero Award
- NEW Innovation Champion Award
- NEW Most Creative Innovation in Event “Experience” Delivery
- NEW Best Innovation in Event Tech
- Best Show

This category cannot be entered in its own right. Winners from the Show categories will automatically qualify for Best Show. The winner of this category is crowned show of the year after a second round of judging.

**IMPORTANT DATES**

- Event or initiative qualification period: 1 October 2016 and 30 September 2017.
- Entries close: 5pm (AEST), Friday, 22 September 2017*
- Finalists announced: First week of November.
- Awards presentation night: Wednesday, 29 November – Melbourne.

*If you have a show between 19 - 30 September 2017, you may lodge your award entry by 5pm (AEST) Wednesday, 4 October 2017. This deadline is only applicable to these shows.

Contact EEAA P: 02 9413 9520 E: memberservices@eeaa.com.au by 8 September if you would like this extension.

www.eeaa.com.au
ABOUT THE AWARDS

WHAT THE AWARDS DO

• Recognise leadership and the outstanding excellence in our industry.
• Provide a benchmark for excellence.
• Distinguish shows, events, products and services that are delivering best practice.
• Provide winners and finalists recognition that can be leveraged in marketing and to enhance reputation with clients and staff.
• Promote the exhibition and events industry to exhibitors, show visitors, and the wider community.
• Challenge the industry to aspire to high standards and peer scrutiny.
• Celebrate achievement and boost reputation.

BENEFITS FOR FINALISTS & WINNERS

• Profile, morale and marketing boost for your teams and business.
• Recognition as an innovator and leader.
• Promotion through all EEAA communications including online, trade and social media channels.
• Improved ability to attract talented staff.
• Increased recognition within our industry and with external stakeholders.
• Winner/Finalist certificate.
• Use of the EEAA Awards “winner/finalist seal” – a special logo to display on your website, in your email signature and in your marketing for up to three years.

WINNERS – ADDED BENEFITS

• Presented with award trophy at gala dinner.
• Promotion of award winners in PR campaigns of EEAA.
• High quality photography for use in your own PR and marketing.

IMPORTANT DATES

Event or initiative qualification period: 1 October 2016 and 30 September 2017.
Entries close: 5pm (AEST), Friday, 22 September 2017*
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WHAT’S NEW THIS YEAR

2017 AWARDS FOR EXCELLENCE GOES ONLINE

We are pleased to announce that EEAA’s annual Award program will be online in 2017. This is the next step in the Association’s digital transformation, following the launch of the new website www.eeaa.com.au

The entire awards program will now be fully managed online – from the lodgement of award entries to judging – and will simplify the process for all users. See how you can submit your entries on the last page of this document.

NEW CATEGORIES AND WHO CAN ENTER

Each year, we review our Awards to ensure the categories and criteria reflect what is important to our industry and Members.

This year, we have introduced four new award categories to create more opportunities for our Members and to recognise the changing profile and types of companies now working in the events sector. The awards are:

• Unsung Hero Award: This award recognises the unsung heroes for their service and contribution to the exhibition and events industry and the EEAA community. They may be well known identities or those who fly below the radar – whatever their role, they are above all passionate and devoted to always going beyond what’s expected to deliver outstanding service. These people contribute to achieving overall results, they make things happen and contribute to the success of our industry.

Who can enter: This award is open to anyone in the EEAA Membership. Their contribution must be for work that has had a profound impact on the industry. They must be nominated for the award. The nomination must be endorsed by the candidate’s leader. A Member can nominate a person in another Member company.

• Innovation Champion Award: The future success of our industry is dependent on innovation and change. This award recognises the drivers of innovation -- the quiet and not-so-quiet achievers who push for change and innovation. Those who drive innovation by bringing it to the day-to-day world of business events.

Who can enter: This award is open to anyone in the EEAA Membership. Their contribution must be for work that has a profound impact on their organisation or its events. They must be nominated for the award. The nomination must be endorsed by the candidate’s leader. A Member can nominate a person in another Member company.

• Most Creative Innovation in Event “Experience” Delivery: This award recognises the achievements of the talented people and agencies that create the “wow” factor in the events industry. They are the individuals and teams who bring fresh ideas, who push boundaries and who deliver the magic that makes live events so special and so effective as a medium in business. This award is designed to celebrate the important partnership that exists between suppliers and their clients.

Who can enter: This award will appeal to a wide range of companies -- external suppliers as well as in-house teams in the EEAA Member community. The category is designed to reward exceptional “experience” delivery in Theming and Decor, Creative Production and Staging, Catering and Entertainment in the business events sector.

• Best Innovation in Event Tech: This award recognises the growing impact of event tech in creating successful events. Event tech has been one of the biggest disrupters in the events industry and it has transformed many practices across all areas of the live events world. Through this award we aim to celebrate true innovation – innovation that has led to more effective outcomes – It recognises the important partnerships between owners of events, venues and the service providers as well as attendees, visitors and customers.

Who can enter: EEAA Members in event tech, EEAA Members who develop in-house event tech solutions, EEAA Members who commission or partner with event tech providers to deliver innovation which benefits the event and its stakeholders. In the case of the latter, both should be Members of the EEAA. Where an event tech provider is not a Member of the EEAA, that company can apply join the Association.

OTHER CHANGES

EEAA has also made minor changes to the two Best New Initiative - Venue categories, opening them up to both venues who host exhibitions and venues who host other business events. The updated categories are:

BEST NEW INITIATIVE - LARGE SCALE VENUE
For venues over 10,000m2 or over 500pax

BEST NEW INITIATIVE - SMALL SCALE VENUE
For venues under 10,000m2 or under 500pax

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The EEAA Awards for Excellence are a great opportunity to celebrate our success with the rest of the industry, and showcase those teams and shows which have led the industry forward during the year. Winning an award is a great testament to the hard work that goes on behind the scenes and reassures our customers that they are investing in the best people in the business.

Paul Mathers, Event Director & Portfolio Lead (Motoring Lifestyle), Exhibitions and Trade Fairs

Reed Exhibitions prides itself on delivering the best exhibitions and events in Australia, and once again for 2016 our ReedPOP team delivered a PAX Australia event that exceeded all expectations. The EEAA Awards provided us with an opportunity to ensure that the ReedPOP team received the recognition and accolades they deserved within our industry for producing the ‘Best Association Show’ and receiving recognition for the ‘Best Consumer Show over 10,000m²’. The ReedPOP team works tirelessly to provide unique and authentic experiences for fans around Australia, and so winning our industry’s top awards acknowledges their hard work, passion and dedication.

Paul Baker, Group Director, Reed Exhibitions - ReedPOP

We enter the EEAA awards to cast a spotlight onto everything we do as a professional event organiser and it also provides an independent assessment as to how we compare with our industry peers. Our team was honoured to have won the award for Best Consumer Show (Under 10,000m²) for our 2015 Sydney Dog Lovers Show and it’s proven to be a valuable accolade in helping us gain credibility throughout the pet sector here in Australia and overseas.

Jason Humphris, Executive Director & CEO Event Management International

The EEAA Industry Awards are an integral part of our Annual business cycle at Diversified. We place significant importance internally across all our events and our staff. They provide a way for us to reward and recognise high performance internally through the nomination process. They also provide a powerful vehicle to recognise the industries we work in as well as highlighting the ROI that we deliver for our customers. We use the EEAA Awards to further market the Diversified brand and our Event brands externally.

Diversified Communications Australia

Melbourne Convention and Exhibition Centre (MCEC) has been an active participant in the EEAA awards for many years, and we were incredibly proud to be awarded Best Venue Team in 2016. We have long seen the value in benchmarking our venue against the best in the industry, and this award was a testament to the customer-centric approach we have taken over the last few years. Not only did this win provide great recognition for our employees, it also builds our profile as a leader in the business events industry and allows us to attract new business to MCEC.

Peter King, Chief Executive Officer Melbourne Convention and Exhibition Centre

The Partners of Dockside Group were delighted and honoured to be recognised as winners of such a prestigious award, the EEAA 2015 Award Winner – Best New Initiative - Venue (Dockside Pavilion - First Year of Operation). This Award was particularly rewarding as we celebrate Dockside Group’s 30th anniversary. The EEAA Awards are acknowledgement that Dockside Group remains at the top of the industry and this award gives our team added enthusiasm to continue developing exciting and innovative solutions for the Hospitality industry.

Christopher Drivas, Principal and CEO Dockside Group
It was an absolute honour for the Sydney Showground team to be recognised with a prestigious EEAA Best Venue Team award in 2015. With EEAA being so highly regarded in the industry, the award has helped validate Sydney Showground’s reputation for being one of the very best in the business. The win has given us a competitive edge in the market, with clients aware they have an experienced and successful venue team working on their events.

We are so proud of our award, it’s on every Sydney Showground staff member’s email signature. It is an accolade that I am proud to boast about.

Peter Thorpe, General Manager, Sydney Showground

“"We decided to enter the Awards for Excellence in an effort to test our belief that the product we had built was both novel and relevant for the industry, and by becoming the Best New Product we were pleased to have this confirmed by the judging panel. As a winner, we have found the credibility that has been added to our proposition has benefitted us in terms of business development when approaching prospective clients, and by demonstrating the value of our product to external stakeholders such as our investors. I would highly recommend that anyone wanting to build credibility and recognition for their new product, enter the awards.”

Stewart Buchanan, Managing Director, O-tix

“As an active participant in the tradeshow and conference industry for the last 26 years we feel very much part of the ‘EEAA family’. It is important for all like-minded family members to compare notes and be proud to show their best efforts to each other. Designteam has been privileged to win a number of awards since the inception of the EEAA Awards and I encourage any ‘family members’ to do the same.”

Jan Van Den Berg, Executive Chairman, Designteam

“As the leading industry body, the EEAA provides it members with a great level of knowledge and information about the best practices of our industry. The recognition we received from winning an award from the EEAA has a great impact for Harry the Hirer. Not only does it give potential clients knowledge that Harry the Hirer is a professional and successful supplier to the industry, but it also gives a level of satisfaction to our existing customers who put their trust in Harry the Hirer to deliver on their events.”

Paul Elliott, State Manager NSW, Harry the Hirer

“We were extremely honoured to win the EEAA award for Best Custom Stand 2015. This award has had significant positive ramifications for the company both internally and with our client base. The acknowledgment and validation our staff gained has empowered them to strive for even greater innovation in design and to push the boundaries of creativity. Our existing clients have been reassured that this company is a leader in design and project management expertise. And, furthermore, we believe this award has given us exposure to a range of new clients who will be safe in the knowledge that our company has been recognised and rewarded by the industry’s peak member-based Association.”

Paul Hicks, Managing Director, Exhibit Systems

The Exhibition and Events Association of Australasia Awards for Excellence allowed our work to be acknowledged and celebrated on the National stage in front of the exhibitions and events community. Winning this prestigious industry award was a great acknowledgement of our companies hard work and dedication to delivering excellence.”

Richard Pyett, Business Development Manager, Perth Expo
AWARD CATEGORIES

Entrants will be judged against each of the criteria listed. Not all criteria will be weighted equally. Nominations should address each of the criteria separately and in order as listed. This is very important. All submissions should include a 200 word summary to be used for PR purposes. This is in addition to the 1,000 – 1,500 word entry submission as outlined in the submission guidelines.

<table>
<thead>
<tr>
<th>AWARD CATEGORIES</th>
<th>AWARD ASSESSMENT CRITERIA - TO BE ADDRESSED IN SUBMISSION</th>
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</thead>
<tbody>
<tr>
<td>1. BEST CONSUMER SHOW under 10,000 m²</td>
<td>• Show Proposition – Describe the show proposition, its target audience and the objectives for your show.</td>
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<tr>
<td>2. BEST CONSUMER SHOW over 10,000 m²</td>
<td>• Experience Development – Describe what strategies underpinning the creation of the show experience and explain how this was tailored for the market or industry segments</td>
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<td>3. BEST TRADE SHOW under 10,000 m²</td>
<td>• What were the strategies used to create a satisfying visitor experience.</td>
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<td>4. BEST TRADE SHOW over 10,000 m²</td>
<td>• How were the challenges of delivering to the needs of exhibitors incorporated into decision-making about the show?</td>
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<td>5. BEST NEW SHOW</td>
<td>• What was the degree of difficulty in addressing these needs?</td>
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<td>Shows held in a different state and city which is in addition to the original show can enter Best New Show.</td>
<td>• What strategies were adopted to make it ecologically responsible?</td>
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<tr>
<td>BEST SHOW</td>
<td>• Did the event have a dedicated legacy or community initiative?</td>
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<tr>
<td>Winners in the above categories will automatically qualify for the Best Show category. The winner of this category is crowned show of the year and is reviewed in a second round of judging by a different team of judges.</td>
<td>• Marketing Campaign – Comment on:</td>
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<td></td>
<td>• The marketing pitch.</td>
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<td></td>
<td>• Explain the marketing challenges.</td>
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<td></td>
<td>• Explain how these were addressed in order to reach your target market and how you maintained the engagement.</td>
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<td></td>
<td>• Describe innovative or new strategies used to promote the show</td>
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<td></td>
<td>• Describe the effectiveness of these strategies</td>
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<td></td>
<td>• Visitor/Exhibitor Evaluation – Describe what visitor and exhibitor evaluation was undertaken pre, during or post show. Explain how this was or will be used in the future.</td>
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<td></td>
<td>• Results – Comment on:</td>
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<td></td>
<td>• Why was the show a success?</td>
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<td></td>
<td>• Satisfaction levels – were your customers (exhibitors, visitors, clients) happy?</td>
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<td></td>
<td>• Profitability – did you reach your budget goals?</td>
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<td></td>
<td>• Show participation – did you meet your attendee and exhibitor targets?</td>
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6. BEST ASSOCIATION EVENT
The purpose of the award is to recognise the role these events play in the delivery of a sustainable Association which supports its members and the industry sector it serves. Association events can include trade or consumer shows, produced by either an Association Member, Organiser Member for a client or Organiser Member that has a strategic partnership for an event with an industry association. In the case of the latter two, the association must support the award entry by the Organiser Member or also be a EEAA Member.

| | Member Servicing – Detail how your event helped the Association service its members and meet their expectations |
| | Industry Growth – Describe how your event promoted and/or grew your industry |
| | Stakeholder Engagement – Describe how your event provided a platform for stakeholder advocacy strategies. |
| | • How was this implemented to enable specific industry issues or opportunities to be resolved |
| | • Membership Growth – How did your event help grow membership or target prospective members? |
| | • Describe marketing strategies used to target potential new members |
| | • Describe what post event follow up was implemented and its effectiveness |
| | Visitor and Exhibitor satisfaction – Describe what strategies were introduced to improve visitor and exhibitor satisfaction. How was this measured and what were the results? |

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## 7. BEST CUSTOM STAND
For Supplier Members who deliver outstanding solutions in custom stand design and build.

- **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 vs Creativity** – Explain any challenges and opportunities created by the client’s budget versus creativity. Outline the degree of difficulty.
- **Innovation** – Describe new and innovative elements of the stand which were designed to enhance visitor experience and achieve the results for your client.
- **Corporate Social Responsibility** – Detail what you did to deliver a more ecological and socially responsible stand in terms of design, materials, energy, waste management and legacy.

## 8. MOST OUTSTANDING MARKETING CAMPAIGN
For event, visitor, exhibitor, product, service or venue.

- **Strategy** – Describe the strategy for the marketing campaign and who you targeted.
- **Creative** – Explain the creative ideas for the marketing.
- **Integration** – Describe how the elements of the marketing communications strategy were integrated across marketing platforms.
- **Results to Budget** – Provide details of results against budget.
- **Outcomes** – Describe what was achieved and how it drove success. Use “measurable” results.

## 9. BEST NEW PRODUCT OR SERVICE
For Organisers, Association Organisers, Venues or Suppliers.

- **Innovation** – Describe what was the product/service and how it met a demand or need in the exhibition and event industry.
- **Research** – Detail what research/market insight was undertaken to identify the market opportunity.
- **Marketing** – Describe how the product/service was launched to the market.
- **Functionality or fit-for-purpose** – Give detail as to how functional the product/service is and how it is fit-for-purpose.
- **Cost Effectiveness** – Cost versus benefits – describe the value of the new product/service solution.
- **Testimonial** – Please provide up to three (max) brief testimonials from clients / customers to support your nomination.

## 10. BEST NEW INITIATIVE - LARGE SCALE VENUE
For venues over 10,000m² or over 500pax

- **Brief** – Describe the new initiative and how it met a demand or need in the exhibition and event industry and/or business events.
- **Size** – Specify the size of your venue in square metres and/or pax capacity.
- **Insight** – Detail what research/market insight drove the introduction of the new initiative.
- **Benefits** – Explain the benefits of the new initiative and in particular how the innovation has delivered to a visitor / client needs.
- **Outcomes / Performance** – What is the evidence that the new initiative delivered on innovation goals and/or continual improvement goals?
  - How has the new initiative surpassed visitor / client expectations?
  - Why are you proud of this initiative?
- **Testimonial** – Please provide up to three testimonials from clients / customers to support your nomination.

## 11. BEST NEW INITIATIVE - SMALL SCALE VENUE
For venues under 10,000m² or under 500pax

These awards recognise the important role venues play in delivering successful events and in supporting their clients and the visitor experience. The awards are open to whole venue precincts or stand-alone venues that are available to the business events industry. The new initiatives should be relevant to the business events industry and can be for infrastructure, operations and service innovations.

- **Brief** – Describe the new initiative and how it met a demand or need in the exhibition and event industry and/or business events.
- **Insight** – Detail what research/market insight drove the introduction of the new initiative.
- **Benefits** – Explain the benefits of the new initiative and in particular how the innovation has delivered to a visitor / client needs.
- **Outcomes / Performance** – What is the evidence that the new initiative delivered on innovation goals and/or continual improvement goals?
  - How has the new initiative surpassed visitor / client expectations?
  - Why are you proud of this initiative?
- **Testimonial** – Please provide up to three testimonials from clients / customers to support your nomination.
AWARD CATEGORIES

12. BEST CORPORATE CITIZENSHIP
This award recognises companies that have a commitment to responsible business practice and to building a reputation as a good corporate citizen. This is manifest through its commitment to the community, the environment, its staff and also to the bottom line of the business.

- **The Brief** – Describe the Brief or Project.
- **CSR Values** – Describe how it supports the values of the company and contributes to success.
- **Strategies** – Describe how it was developed – what were the challenges and how were these addressed.
- **Engagement** – Describe how internal and external stakeholders were engaged.
- **Achievement** – Describe what was achieved and how this was measured.
- **Legacy** – Describe the legacy and how this can be leveraged in the future.

13. BEST SHOW TEAM
14. BEST VENUE TEAM
15. BEST SUPPLIER TEAM – EVENT
This award is for the design, build and construct services for an event. It is not for a single stand.

Self-nomination or third party nominations apply to these categories.

16. BEST SUPPLIER – SERVICES OR PRODUCTS
This is for service or product suppliers that support the exhibition industry. It is not for a specific stand build or construction as this is recognised in Best Custom Stand. It can include suppliers or contractors such as labour hire, rigging, transport, logistics, accommodation, security, cleaning or communications etc.

Self-nomination or third party nominations apply to this category.

17. RICHARD GEDDES YOUNG ACHIEVER
This award recognises the bright young stars in our industry. Young team Members who are shining in their work, attitude, leadership and commitment.
- Employed by a EEAA member company for 12 months or more
- Aged under 30 as at 31 December 2017
- Nominated by their employer and one other EEAA Member company

- **Demonstrated Achievements** – Describe why the candidate is nominated and their most outstanding qualities and achievements.
- **Commitment** – Detail what the candidate achieved and how the candidate demonstrated a commitment to the organisation, project or client.
- **Excellence** – Explain how the candidate showed their capacity to deliver excellence and how did this help the business or client.
- **Achievement of Goals** – Detail candidate’s performance against goals.
- **Leadership Qualities** – Describe the candidate’s leadership qualities and contribution to the industry and/or Association.

All nominees must attend the EEAA 2017 Conference on 29 November in Melbourne and be available to attend the EEAA 2017 Awards for Excellence gala dinner that night, where all nominees will be introduced during the Awards ceremony formalities.

As part of the judging process, nominees may be interviewed either in person or via a video conference. If the candidate does not present for interview, they may be excluded from the judging process.
### 18. NEW - UNSUNG HERO AWARD
This award recognises the unsung heroes for their service and contribution to the exhibition and events industry and the EEAA community. This award is open to anyone in the EEAA Membership. Their contribution must be for work that has had a profound impact on the industry.

- Who is the candidate and how long have they been part of the organisation?
- What was their contribution?
- What has been the impact of their achievements on the exhibition and event industry?
- How has the industry benefitted from their contribution?
- What can others learn from the candidate?
- Has the candidate played a role in the EEAA?

Note: This person must be nominated for the award. The nomination must be endorsed by the candidate’s leader. A Member can nominate a person in another Member company.

### 19. NEW - INNOVATION CHAMPION AWARD
This award recognises the drivers of innovation – the quiet and not-so-quiet achievers who push for change and innovation. Those who drive innovation by bringing it to the day-to-day world of business events. This award is open to anyone in the EEAA Membership. Their contribution must be for work that has had a profound impact on their organisation or its events.

- Who is the candidate and how long have they been part of the organisation?
- What was their contribution?
- What innovation did they lead, introduce or foster?
- What has been the impact of their achievements on the team, the event, the business and exhibition and event industry?
- Has the candidate played a role in the EEAA?

Note: This person must be nominated for the award. The nomination must be endorsed by the candidate’s leader. A Member can nominate a person in another Member company.

### 20. NEW - MOST CREATIVE INNOVATION IN EVENT “EXPERIENCE” DELIVERY
This award recognises the achievements of the talented people and agencies that create the “wow” factor in the events industry. They are the individuals and teams who bring fresh ideas, who push boundaries and who deliver the magic that makes live events so special and so effective as a medium in business. This award is designed to celebrate the important partnership that exists between suppliers and their clients.

- What was the brief?
- What was created?
- Describe the “stand-out” element/s of the experience?
- What were the constraints or challenges?
- What were the results – financial and non-financial?
- What opportunities can be built upon in the future?
- Who was the key person or the key people who should be recognised for this achievement? Briefly state why.

### 21. NEW - BEST INNOVATION IN EVENT TECH
This award recognises the growing impact of event tech in creating successful events. Event tech has been one of the biggest disrupters in the events industry and it has transformed many practices across all areas of the live events world. Through this award we aim to celebrate true innovation – innovation that has led to more effective outcomes – It recognises the important partnerships between owners of events, venues and the service providers as well as attendees, visitors and customers.

- Describe the business case for the event tech innovation – what was the challenge or opportunity?
- Describe what was created – the “solution” and the pathway to discovering the innovation.
- Results: What results were achieved? What was the return on investment?
- Identify the hero or heroes in the project and their contribution.
- What lessons were learnt?
- What are the next steps – or future strategies to maintain the innovation momentum or leverage the opportunities it has opened up?
WHAT THE JUDGES ARE LOOKING FOR
• Well written, concise and professional submissions.
• A response to each criteria.
• Results information to be substantiated by evidence including research and third party audits. Substantiated claims about results are recommended. Measurable results will be given a higher score in assessments. If independent auditing has been undertaken, these results should be included.
• Testimonials, photographs, graphs, charts, tables and other illustrative methods to demonstrate and substantiate your claims.

ENTRY GUIDELINES
• Submit up to 1,000 – 1,500 words in support of your entry which should address the specific criteria for the category, plus an additional 200 word summary for each submission for use in PR.
• Submit a maximum of 3 x A4 attachments (e.g. photographs, graphs, marketing material, testimonials).
• Entries must be submitted via the EEAA online Awards system: eeaawardsplatform.com
• All entries should include up to 5 high resolution images and a show or company logo suitable for use in PR.
• Entries not complying with the Guidelines will be penalised by up to 20% of the final score. Please be aware the judges may apply this rule if submissions exceed the maximum word count.
• Please ensure details of auditing are included for show entries.
• You will receive and email confirmation of your entry. If you have not received a confirmation email, please contact the EEAA office on 02 9413 9520

ELIGIBILITY AND CONDITIONS OF ENTRY
• Only financial EEAA Members can enter.
• Events, shows or achievements must have taken place within the qualifying period 1 October 2016 to 30 September 2017.
• All entries require the support of a client or partner to submit into the EEAA Awards for Excellence. Letters of support to be included with your submission.
• All winning joint entries are only eligible for a single trophy. A duplicate trophy may be purchased post event.
• Hall of Fame: for a show to be eligible for the Hall of fame award it must have won an award in the same category and held in the same State for three consecutive years.
• Receipt of entries will be acknowledged by email.
• Each entry will be scored by three judges for each award. Each criteria will be marked by each judge and given a score. A maximum score is 100 from each judge; 300 in total. The nomination with highest total score will be deemed the winner. Not all criteria will be weighted equally.
• 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 a category or to reallocate an entry to another category.
• Entrants agree to abide by the judges’ decisions and there will be no appeals.
• Issues resolution: EEAA has appointed an independent arbiter to review entries that score equal points and to resolve any issues.
• The Board of EEAA or Members are not involved in the judging process.
The entire awards program will now be fully managed online – from the lodgement of award entries to judging – and will simplify the process for all users.

EASY STEPS TO FOLLOW:
• Go to www.eeaa.awardsplatform.com
• Register for an account
• Start your submissions online
• Save edits as you go
• Check you have met all criteria and uploaded relevant attachments
• Submit your entry with payment before the closing date
• Contact EEAA on (02)9413 9520 should you have any questions

OTHER INFORMATION
• You may edit your entry after submitting, up until the entry deadline.
• Please make sure all your company and entry name details are entered accurately, including entry name and contact details, as these will be used in the awards presentation if selected as a finalist.
• You are eligible to enter more than one category so long as the work submitted meets the criteria. You can use the ‘copy’ feature to create a copy of your entry and change the category field.
• Entry fees may be paid by credit card only and must be paid online at the time of completing your entry. If your entry has not been paid by the awards closing date, they will not be included for judging. Each entry is $275 including GST, excluding other fees and charges.
• A merchant fee will be applied to entries. These fees will be added to your total and outlined in the payment summary.

SUBMISSION CHECKLIST – Does your submission include the below?

☐ The name of your submission is what you want used in all PR and in the awards presentation if selected as a finalist.

☐ A 200 word PR summary and show or company logo has been included with the submission.

☐ The submission is complete and addresses all criteria including relevant letter/s of support.

☐ Up to 5 high resolution images (JPEG format) have been included for PR purposes.

☐ A maximum of 3 x A4 attachments have been included as supportive documentation e.g. images PDF, graphs, stats, marketing material, samples, testimonials.

☐ Payment of $275 which includes GST but excludes any other fees and charges.