

# 2018 NACS Awards Program

*Recognizing the BEST of the BEST*

## Call for Entries

The NACS Awards program is designed to recognize outstanding achievements in the consumer show industry. Each award category is open to all shows regardless of size and budget. The Awards are judged by a panel of producers and other show industry professionals. This program provides an opportunity to promote our industry and the impressive work of our members.

## AWARD CATEGORIES

### Sponsor/Exhibitor Marketing

Recognizing a show of any size that provided exceptional marketing to exhibitors and/or vendors. This category will be judged on creativity, impact, content, and relevance. A statistic of effectiveness should be defined in the entry (ex: **increased** space sold, number of exhibitors, number of sponsors, etc.). An explanation of "how the campaign/effort worked" should also be included. Marketing venues may include any of the following: radio, TV, printed materials, social media, etc.

### The WOW Award

This is the category for something that significantly enhanced the success of your show. Entries should highlight a unique feature/aspect of your show that merits special recognition. This category is undefined purposefully as only you know your niche and event; we want to hear about what you have done to "change the game" and "wow" the show producing industry.

### Consumer/Attendee Marketing

Recognizing a show of any size that provided exceptional marketing to the consumer (public or attendee) market. This category will be judged on creativity, impact, content, and relevance. A statistic of effectiveness should be defined in the entry (ex: **increased** attendance, targeted audiences, etc.). An explanation of "how the campaign/effort worked" should also be included. Marketing venues may include any of the following: radio, TV, printed materials, social media, etc.

ENTRY DEADLINE: FRIDAY, MAY 4, 2018  
SUBMIT AN ENTRY ONLINE AT [NACSLIVE.COM](http://NACSLIVE.COM)

★ Eligibility and submission requirements on our website & entry form ★

[NACSLIVE.COM](http://NACSLIVE.COM)

**NACS**  
National Association of Consumer Shows



# 2018 NACS Awards Program Entry Form

**Entry Deadline: May 4, 2018**

*Only one show/entry is allowed per form; please complete a separate form for each entry.*

Entries must be submitted electronically to NACS Awards Committee at [info@nacslive.com](mailto:info@nacslive.com) or online at [www.nacslive.com](http://www.nacslive.com). If you need to send entries in another format, contact the NACS office for specifics.

## Eligibility and Submission Requirements

- **Eligibility:** Only NACS Members in good standing may be entered to win. The event must have taken place from May 1, 2017 - April 30, 2018 to be eligible.
- **How to Enter:** All entries must be submitted electronically to the NACS office (via email with this completed form or online submission). There is no limit on the number of entries you can submit, and there is no fee.
- **Judging Criteria:** Each entry will be judged by a panel of experts selected by NACS (including producers and other show industry professionals). Each entry will be judged on a scale of 1-5 with 5 being the highest rating.
- **EACH entry must include:**
  - A completed submission form
  - A 250-word description (maximum) of the entry and why it merits recognition
  - Collateral material (may include PDF versions of printed materials, links or clips of online commercials, videos, or website pages highlighting feature).

**Award Presentation:** The Award Winners will be announced at the NACS Annual Convention on Jun 28, 2018.

**Disclaimer:** With submission of entries, you acknowledge the information may be shared with NACS members and interested parties for award program promotion. Your materials will not be sold or released for any other purpose.

## Nominator Information (who is submitting entry)

You are not required to provide this information; however, it is helpful in the event the committee would like further details/clarification about the entry.

Name \_\_\_\_\_ Position Title \_\_\_\_\_  
 Company/Organization \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## Nominee/Show Information (Nominee must be an NACS Member)

Please provide the following information exactly as it should be listed or presented. Self-nominations accepted.

Individual/Member Name \_\_\_\_\_ Position Title \_\_\_\_\_  
 Show Name \_\_\_\_\_ Company/Organization \_\_\_\_\_  
 Show Venue \_\_\_\_\_ City, State \_\_\_\_\_  
 Show Dates \_\_\_\_\_ *Show must take place May 1, 2016-April 30, 2018.*

## Select category for which you are nominating (only one per form)

Please reference the award flyer for descriptions/qualifications for each category.

- Sponsor/Exhibitor Marketing       Consumer/Attendee Marketing       The WOW Award

## Entry Checklist (to be submitted electronically with form)

**All items below must be provided with each entry; if not received your entry will be disqualified.**

- Application form
- Rationale for nomination / description of show (typed in 250 words or less)
- Collateral/supporting materials

**Return completed form with supporting entry materials to [info@nacslive.com](mailto:info@nacslive.com) by May 4, 2018.**

Questions? Call the NACS office at 800.728.6227.