



YOU HAVE THE POWER TO ...

BE A PART OF THE AWARDS PROGRAM AT EXPO 2011!

INTRODUCTION: This Awards Program is designed to create interest and recognition for companies exhibiting in Electrical Expo 2011. **Excellence in Booth Display (3 different categories) and New Products!!!**

NEW PRODUCT SHOWCASE: All new products will be displayed in a “New Products” Room in the lobby area for ATTENDEES ONLY to view! We are asking for participating manufacturers to bring their new product to this area on Tuesday, March 1st from 11:00 a.m. to 1:00 p.m. After 1:00 p.m. on Tuesday, March 1st, only ATTENDEES will be able to ENTER THIS AREA. Someone from your company should pick-up the product on Wednesday, March 2nd from 7:00-8:00 p.m. If your new product is too large, you may submit a picture for this showcase. Please note: EBMI will NOT be held responsible for any product lost or stolen. We will hire security for this area, but you will be placing this product under your own liability.

Advantages of this format:

- Contractors, architects, engineers, distributors and other attendees will have an opportunity to see the range of new products available. Each company name and booth number WILL be listed below each new product for easy reference.
- Sometimes, you may be with a customer and miss an important contact that may pass by your booth. Having the products in this area allows all attendees to view them, and then THEY will make sure they stop by your booth. Knowing their interest in this product, they will wait for your product demonstration, instead of passing you by, and you may receive additional interest from attendees who may otherwise passed by your booth.
- The New Product area will be in Room 105, which is off the lobby area.
- New Product judges will be able to compare some of the newest products together and really evaluate the outstanding “new product” for the award. They can then stop by these booths for personal demonstrations.

YOUR REWARDS:

- A plaque will be awarded in each of the 3 categories for “Excellence in Booth Display” and in New Product Showcase.
- Special awards ceremony on Tuesday evening. Electrical Expo 2011 will recognize all award winners at this time.
- Award winners will also be recognized in the EBMI newsletter.
- Display your awards plaque in your booth to show attendees you have the “New Product” or “Excellence in Booth Display”.
- New products are listed in the show brochure.

DEADLINE FOR INCLUSION IN PRE-SHOW PROMOTIONAL BROCHURE: 12-20-10

This is the entry deadline for inclusion into EBMI's Pre-Show Promotional Brochure. This brochure is handed to thousands of prospective attendees several weeks before the Expo. It will feature pertinent show information as well as listing of exhibitors, seminars and entries in our "New" Product Showcase. ONLY the description of the new products will be included in this Pre-Show Promotional Brochure.

FINAL DEADLINE TO BE ENTERED INTO NEW PRODUCTS AWARDS: 2-2-11

Even if you miss the entry deadline for the Pre-Show Brochure, you can still enter the New Products Awards for the Expo. Completed entry forms and a "cut sheet" of your new product showing date it was released must be received at the Electrical Board **NO LATER THAN FEBRUARY 2, 2011.**

NO ENTRY FEE:

The Awards Competition is FREE OF CHARGE to all Expo 2011 exhibitors.

ELIGIBILITY FOR EACH AWARD CATEGORY:

1) **EXCELLENCE IN BOOTH DISPLAY**

All exhibitors in Expo 2011 are automatically entered in this competition. Awards will be divided into three categories for judging purposes: a) Single booths (4 companies recognized in this category); b) 2 booths (one company recognized) and c) 3 or more booths (one company recognized).

2) **"NEW" PRODUCT**

Exhibiting companies can enter one or two new products in this competition. To qualify as "new", the product had to be introduced AFTER JANUARY 1, 2010. **To qualify, you must submit a "cut sheet" or product literature!! If the date it was introduced is available on product information, this is wonderful.** No pictures are needed this year. We will recognize TWO new products.

WHAT TO SUBMIT:

FOR EXCELLENCE IN BOOTH DISPLAY:

- A completed contract for exhibit space in Electrical Expo 2011. Judges will look at all booths exhibiting for the Expo!

FOR "NEW" PRODUCT:

- An official entry form is included below with this information or may be obtained by calling EBMI office, 636/305-6434. *******You may only enter TWO new products PER BOOTH, but EACH product entered must have a completed entry form.**
- **NAME OF NEW PRODUCT:** must be listed on entry form. Please note: Judges will be looking more for those NEW products TO THE INDUSTRY, not just your company.
- **DATE OF INTRODUCTION OF NEW PRODUCT & CUT-SHEET OR LITERATURE ABOUT PRODUCT:** Having new products creates interest for the attendees. If a new product that you plan to showcase at Expo 2011 was introduced AFTER JANUARY 1, 2010, then you qualify for this category. A "cut sheet" or literature about the new product is required for all entries. If the date is printed on any information, please send this as well. If not, make sure literature about the product is enclosed.
- **DESCRIPTION OF NEW PRODUCT:** Each company must write a short description (in 30 words or less) **highlighting the features/benefits** of the new product. **EBMI will edit any descriptions that do not give a basic view of the product's features and will eliminate any adjectives used to describe your product over the competitors (best, first, etc.)** We hope you can understand our concern. Please look at the criteria below and use words to describe your products' value in these categories. This is what the judges will be looking for in the entries. EBMI will NOT provide wording from the product literature, so please make sure your

description is included on the entry form! If you do not include a description, your new product will not be entered.

- *****SHOWCASE RULES:** You must be willing to place your new product in the showcase area. This is a separate area, as explained earlier. The liability will be entirely on the exhibitor and EBMI assumes no responsibility for lost/stolen items in this room. Obviously, having the products in this area will be a great way to entice the attendees to your booths in order to show them the many benefits of your new product for them. We will list your company name/booth number on a sign in front of your new product. Table space provided is about the width of an 8 ½ x 11 sheet of paper. We will line this area with tabletops and have several products displayed on one tabletop, so space is limited. If your product is too large, you may provide a picture in this area, but it's best to have the actual product if available. No electrical is provided in this area.

Other information for this category:

- **CRITERIA FOR JUDGING THIS CATEGORY:** 1) Novel (technical quality); 2) pertinence in electrical industry; 3) ingenuity in use of engineering principles and materials (innovation); and 4) uniqueness.
- **DEADLINE FOR INCLUSION IN OUR PRE-SHOW PROMOTIONAL BROCHURE:** Entries must be submitted **prior to December 20, 2010**, if you want to be included in pre-show promotional brochure.
- **FINAL DEADLINE FOR ENTRY OF NEW PRODUCT AWARDS: FEBRUARY 2, 2011:** If you miss the December 20th deadline for our Pre-Show Brochure, don't hesitate to enter your new product by completing the New Products Form. However, all entries must be received no later than FEBRUARY 2nd.
- **RECOGNITION FOR WINNERS:** We will recognize two companies for outstanding new products that made a considerable impression upon our judges. The two winning entries will receive a handsome plaque, suitable for display. Plaques will be awarded on March 1st in the evening.

JUDGING ENTRIES

WHO ARE THE JUDGES?

Individuals from various segments of industry will serve as judges. They will judge independently and will **NOT** be identified during the judging period. The EBMI staff will select all judges.

WHEN DOES JUDGING TAKE PLACE?

Judging will begin on Tuesday, March 1st at 2:00 p.m. for Excellence in Booth Displays and 2:00 p.m. for the New Product Awards. Judging will be completed by 6:00 p.m. in order to present the awards at a ceremony later that evening.

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For more information ...If you have any questions pertaining to this Awards Program, please call the EBMI Office at 636/305-6434.

Electrical Expo is managed by:
The Electrical Board of Missouri and Illinois
900 S. Highway Dr. – Ste. 306
Fenton, MO 63026
PHONE: 636/305-6434
FAX: 636/305-6430
annie@electricalboard.org
Electrical Expo is sponsored by: Ameren

"NEW PRODUCT" ENTRY FORM

(PLEASE TYPE OR PRINT ALL INFORMATION CLEARLY. THANK YOU.)

1) NAME OF NEW PRODUCT: _____

2) PLEASE MARK ONE: This is a new product for our company.

This is a new product for our company and the industry.

REMINDER: IT MUST BE A NEW PRODUCT, NOT JUST A CHANGE IN PRODUCT, DUE TO THE CHANGE IN THE NATIONAL ELECTRICAL CODE.)

3) ****DATE OF INTRODUCTION OF PRODUCT: MONTH: _____ YEAR: _____
(MUST BE INTRODUCED AFTER JANUARY 1, 2010 FOR INCLUSION)

4) CUT-SHEET OR LITERATURE MUST BE SUBMITTED WITH THE ENTRY FORM.
PLEASE CHECK INFORMATION BELOW:

The cut-sheet OR product literature has been enclosed with entry form.

5) DESCRIPTION OF NEW PRODUCT: (in 30 words or less) – PLEASE PRINT CLEARLY!

(Important: Please describe in 2 or 3 lines the features/benefits of this "new" product. EBMI will edit any descriptions that do not give a basic features of the product (such as "the best", "first product to", etc.) Please try to emphasize the pertinence to the industry, ingenuity in use of engineering principles, uniqueness and technical quality, which is what the judges are looking at in selecting the winner in this category. Each company must provide their own written description below in order to be entered in this category. EBMI will NOT provide a description from the "cut-sheets".

6) INFORMATION FOR A "WINNING" ENTRY

In the event, our product is a winner, please engrave the following company name on the plaque, **AFTER THE SHOW:**

(Please type or print company name)

YES, I AGREE THAT BY SUBMITTING MY NEW PRODUCT, WE UNDERSTAND THAT THE ELECTRICAL BOARD AND ALL OF THE EXPO MANAGEMENT COMMITTEE IS NOT LIABLE FOR ANY PRODUCTS LOST OR STOLEN IN THIS NEW PRODUCT AREA.

7) COMPANY INFORMATION

YOUR NAME	COMPANY NAME	EMAIL ADDRESS
ADDRESS	CITY/STATE/ZIP	TELEPHONE #

DATE ENTRY WAS SUBMITTED: _____

Please mail form to : Expo 2011 Awards Committee, c/o The Electrical Board of Missouri and Illinois
900 S. Highway Dr.- Ste. 306 – Fenton, MO 63026
636/305-6434 FAX: 636/305-6430

PRE-SHOW ENTRY DEADLINE – DECEMBER 20, 2010
EXPO ENTRY DEADLINE - FEBRUARY 2, 2011