

ELECTRICAL BOARD OF MISSOURI AND ILLINOIS
MARCH 11-12, 2020 EXPO
AWARDS PROGRAM
MARK YOUR CALENDAR NOW FOR IMPORTANT DEADLINES

NO ENTRY FEE

Free of charge for all Expo 2020 exhibitors

DEADLINE FOR

ENTRY (for inclusion in pre-show promotional brochure).**

December 13, 2019

FINAL DEADLINE

TO BE ENTERED IN

AWARDS.**

February 11, 2020

(NO exceptions)

TWO CATEGORIES

FOR AWARDS:

NEW PRODUCT

1) To qualify as NEW, product must be introduced **AFTER JANUARY 1, 2019**. See all rules for this and entry form. **TWO** awards for this category.

2) **ONLY TWO** products **PER BOOTH**.

3) **NOTE:** First-come, first-serve! **** LIMITED TO APPROXIMATELY FIRST 80 NEW PRODUCT ENTRIES RECEIVED! Only these entries can be part of showcase at Expo.**

4) Must submit a "cut sheet" or product literature attached **with entry form!**

EXCELLENCE IN

BOOTH DISPLAY – ALL EXHIBITORS are entered into this. Divided into 3 categories:

SINGLE BOOTHS
(4 companies recognized)
TWO BOOTHS (1 company recognized)
THREE OR MORE BOOTHS (1 company recognized)

BE PART OF THE AWARDS PROGRAM AT EXPO 2020



New Product Showcase above at our last Expo.

LOCATION OF NEW PRODUCT

ENTRIES: We will highlight any new product, whose completed entry form is received **PRIOR TO FEBRUARY 11th**. These will be on tables in the outside hallway to the left of Expo entrance (by escalators and Compass Cafe). **Limited to approximately 80 new product entries.**

Advantages of this format:

*Contractors, architects, engineers, distributors and other attendees will have an opportunity to see the range of new products available before and during the show hours. Over 1,900 attending seminars will come down the escalator and pass by this area outside the exhibit hall throughout the day. 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 info on your new product also in this area allows ALL attendees to view the features. Then THEY will make sure they stop by your booth.

*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.

WHAT IS PROVIDED BY EBMI:

8.5 x 11 space (as shown in picture from Expo 2017) – by each space, a sign (yellow in 2017) will show each company name, new product name and booth# so you can put your product, posterboard or cut sheet above this signage. Gives judges/attendees all the info to find your booth at the Expo.

What EACH EXHIBITOR needs to provide AT THE EXPO (one of 3 options below) for entry into NEW PRODUCT SHOWCASE:

- **New Product Itself:** Sample to be displayed, but note there is NO security. A few chose to do this last time in order for attendees to see and touch sample. Attendees enjoyed this. However, EBMI is not responsible for items.
- **Poster board on stand: 8.5" x 11" works best** for these tables as we are limited on space. Keep wording SIMPLE so attendees viewing can pick up your product FEATURES. (If larger, they will be in separate area from this table on easel. MAX SIZE: 17"x 24".)
- **Sign Holder** - Suggested if you are only providing a cut sheet or form printed from your office with info so the attendees can view it easier as it sits up on display. **Sign holders are NOT provided by EBMI and will lay the cut sheet flat otherwise.**

Each MANUFACTURER who is one of the first 80 entries received is responsible for putting ONE OF THE OPTIONS ABOVE for their new product by their company sign/booth# in area by escalators on WEDNESDAY, MARCH 11TH FROM 9:00 A.M. – 1:00 PM. Need this completed before show is open.

Who are the judges and when does judging take place?

Individuals from various segments of the electrical industry will serve as judges. **They will judge independently and will NOT be identified to exhibitors during the judging period.** In order for them to see 200+ booths and over 80 new product entries before the awards ceremony on Wednesday at 6 p.m., we do NOT identify them. The EBMI staff will select all judges. Judging will begin on Wednesday, March 11th at 1 p.m. for Excellence in Booth Displays and for New Product Awards. Judging will be completed by 6 p.m. for awards to be presented.

Tips from past judges for exhibitors:

*With 80 new products to review, some cut sheets on tables contained TOO much information to view quickly. Do an eye-catching 8.5 x 11" form that shows picture of your product and highlight its main features. (See sample on EBMI website). Or..if possible, include your product on display for them to see and touch. Once again there is no security in this area, so if this is not possible or product is too large, we understand.

*Judges are looking more for those products NEW to the INDUSTRY, not just your company.

*For booth displays...remember that the judges are not only looking at physical appearance of the booth, but also the interaction of those at the booth with attendees. Some have said a few of the exhibitors were on the phone and didn't even engage with them when they stopped briefly at their booth.

If you have any questions regarding these awards, please contact:

Electrical Board of Missouri and Illinois
900 S. Highway Dr.-Ste. 203
Fenton, MO 63026
Phone: 636/305-6434
www.electricalboard.org
Emails: bill@electricalboard.org
annie@electricalboard.org

YOUR COMPANY REWARDS....

ALLOWS YOU TO PROMOTE YOUR NEW PRODUCTS IN THE PRE-SHOW AND SHOW BROCHURES:

Our pre-show brochure is handed out to thousands of prospective attendees several weeks before the Expo. It will also feature listing of exhibitors, seminars and entries in our "New Product" Showcase. ONLY the descriptions of new products are included in this pre-show brochure.

PLAQUES AWARDED AT THE EXPO:

A plaque will be awarded in each of the 3 categories for "Excellence in Booth Display" and 2 awards for the New Product Showcase. EBMI will inscribe company name (as indicated on entry form) after the Expo and ship award back to your company.

AWARDS CEREMONY:

Ceremony will take place on Wednesday evening. Winners will be announced over pa system to come to front of the exhibit hall to receive their award at approximately 6 p.m.

RECOGNITION:

Display the plaque in your booth to show attendees that you have won the "New Product" or "Excellence in Booth Display" for the Expo.

Award winners are recognized in EBMI's newsletter after the Expo.



MANAGED BY **The Electrical Board of Missouri and Illinois**

SPONSORED BY **Ameren**

WHAT TO SUBMIT:

FOR EXCELLENCE IN BOOTH DISPLAY:

***Completed contract for exhibit space.**

FOR "NEW PRODUCT" (INCLUDING ENERGY EFFICIENCY PRODUCTS):

***COMPLETE OFFICIAL ENTRY FORM.** If you didn't receive this yet, please call EBMI office, 636/305-6434 or email annie@electricalboard.org or bill@electricalboard.org for this entry form OR check out www.electricalboard.org

***ONLY TWO ENTRY FORMS IN THE NEW PRODUCT CATEGORY PER BOOTH.** (If you have 2 booths, you can have 4 new product entries.)

***FIRST COME-FIRST SERVE** - we only have space for approximately 80 entries, so don't delay in sending in your entry.

***NAME OF NEW PRODUCT** - must be listed on entry form.

***DATE OF INTRODUCTION OF NEW PRODUCT AND CUT-SHEET OR LITERATURE ABOUT PRODUCT** - As long as your new product was introduced **AFTER January 1, 2019**, then you qualify for this category. A cut-sheet or literature about the new product is required with all entries.

***DESCRIPTION OF NEW PRODUCT:** Each company must write a short description (in 30 words or less) highlighting the features/benefits. EBMI will edit any descriptions that do not give a BASIC VIEW OF THE PRODUCT'S FEATURES and will eliminate any adjective used to describe your product over the competitors (best, first, only, etc.) **IMPORTANT: If YOU do not include a description, your new product will NOT be entered.** (EBMI will NOT use wording from product literature.)



Awards presented at our last show... could your company win in 2020?

SHOWCASE RULES

- You must be willing to do ONE of the following: place a poster board WITH STAND (8.5"x11") for tabletop area, printed picture of product with bullet points in plastic sign holder or provide actual product sample (if small enough for tabletop). Cut-sheets can be used, but hard to read.
- EBMI and all Expo committee assumes NO responsibility for items placed in this area. We know many will provide cut sheets and/or poster board, BUT if you leave a product sample, there is NO security here.
- We will list your company name/booth# on a sign in front of your new product. Table space is limited, and we ask that you do not move any of the signs.
- If doing a large poster board (17"x24" is MAX), it will be displayed on easel in a separate area due to limited table space provided. We cannot have larger ones blocking out other new product entries.

DEADLINES ARE IMPORTANT: NO EXCEPTIONS!

LIMITED TO APPROXIMATELY FIRST 80 NEW PRODUCT ENTRIES

***DECEMBER 13, 2019** - for inclusion in pre-show

***FEBRUARY 11, 2020** - FINAL DEADLINE TO BE INCLUDED IN THE SHOWCASE.

CRITERIA FOR JUDGING NEW PRODUCTS:

- 1) UNIQUE product features (technical quality) for the industry; Make sure it's not just a product change, but a NEW product for the industry)
- 2) Energy Efficiency
- 3) Pertinence in electrical industry
- 4) Ingenuity in use of engineering principles and materials (innovation)

Reminder: Judges will come around to various booths, but are NOT identified.

*Make sure your wording on the entry form and poster board at Expo highlights its main features that makes your product stand out for the industry.

*The simpler, the better so attendees and judges can easily see and view its features!

NEED TO PROVIDE ONE OF THE FOLLOWING AT THE EXPO FOR NEW PRODUCT

ENTRIES: Options: 1) POSTERBOARD WITH STAND (Suggested size is 8.5" x 11") but the MAX FOR POSTERBOARD IS 17" x 24". Due to limited space, anything over 8.5" x 11" will be placed near the New Products area, but not on tabletops. 2) YOU CAN PRINT OFF COPY AT OFFICE AND BRING STANDING PLASTIC HOLDER so attendees can view quickly. (EBMI does NOT provide sign holders and will lay them flat if company does not provide them at the show.) 3) Cut sheets are okay to use too, but will limit time for attendees to view all of their information. You will want to bring plastic sign holder for them. 4) Actual product sample if small enough (with cut sheets near product), but we know this isn't always possible and NO SECURITY is provided at showcase area. The goal is to make them want to stop by your booth, so they can obtain additional info about the new product. EBMI will provide a sign showing only the booth#, company and product name by each new product entry's space on tabletop at area to the left of the entrance for the Expo.

IMPORTANT TO JUDGES AND ATTENDEES: Please give BASIC VIEW OF FEATURES and do not use adjectives to describe your product over competitors (best, first, etc.) as they will be edited OUT of the description by EBMI on entry forms. Highlighting important features simply will allow attendees and judges to quickly see your product and make note to head to your booth.

EXAMPLE OF WORDING TO KEEP THIS SIMPLE IS BEST ... FOR NEW PRODUCT ENTRIES AND POSTERBOARD OR INFORMATION FORM TO BRING FOR SHOWCASE AT THE EXPO:



EDISON ELECTRIC LIGHT CO.

Product: "INCANDESCENT LIGHT BULB"

Date of new product:

11/1879

FEATURES making it unique to the industry:

- Safe lighting which replaces gaslight.
- Use of carbon filament instead of platinum that provides material of higher resistance.
- A sustainable light that lasts for 14.5 hours.

"NEW" PRODUCT ENTRY FORM FOR EXPO 2020

See other form for rules and regulations.

Please PRINT OR TYPE all information clearly below and either scan/email it to annie@electricalboard.org or mail to: The Electrical Board, Expo 2020 Awards Committee, 900 S. Highway Drive-Ste. 203*, Fenton, MO 63026.

**Please email or call us to confirm this was received by emailing annie@electricalboard.org OR calling 636/305-6434 before deadline. Annie will try to confirm back but with approximately 80 entries anticipated, it helps to double check.*

PRE-SHOW ENTRY DEADLINE: 12/13/19 & FINAL EXPO ENTRY DEADLINE: 2/11/20 NO EXCEPTIONS!

1) **Name of NEW PRODUCT:** _____

2) **Please CHECK ONE below:** (Reminder: It must be a NEW product, NOT JUST A CHANGE in product due to the change in the National Electrical Code. The judges are looking for New and/or Green products that are UNIQUE to the industry.)

THIS IS A NEW PRODUCT FOR OUR COMPANY AND THE INDUSTRY OR **THIS IS A NEW PRODUCT FOR OUR COMPANY.**

3) ***DATE OF INTRODUCTION OF PRODUCT:** Month _____ Year _____ (MUST be introduced AFTER JANUARY 1, 2019 TO BE ELIGIBLE.)

4) **CHECK ONE:** Cut-sheet or literature is attached with the entry form OR Cut-sheet will be mailed to you shortly.
(Having cut-sheet in advance helps so we can clearly read all info regarding product.)

5) **DESCRIPTION OF NEW PRODUCT (in 30 words or less)- YOUR COMPANY MUST PROVIDE BASIC FEATURE DESCRIPTIONS BELOW FOR ENTRY TO BE SUBMITTED.** See suggestions from past judges below**.

***IMPORTANT: If NO description is listed below and only cut sheet given, your product will NOT be entered.**

*We will list product name above description in brochure, so no need to include product name in product description below.

*YOUR COMPANY must describe in 2-3 lines only, **the features/benefits** to customers of this "NEW" product.

**Please try to emphasize a) pertinence to the industry 2) uniqueness of the product 3) energy efficiency 4) technical quality and ingenuity in use of engineering principles.

*EBMI will edit any descriptions that do not give BASIC FEATURES of the product (ex: "the best", "first product to", etc. OR goes over the 30 word limit.) We are very limited on space in the brochure.

6) **We understand that we will need to submit ONE of the following at the Expo:** 1) a poster board of our product (suggested size of 8.5" x 11") at the expo; Note: max size is 17" x 24" but anything over 8.5" x 11" will be located in separate area nearby, but NOT on tabletop in showcase area; 2) cut sheet of this product AND provide plastic sign holder to stand upright for ease of reading (if company does not provide plastic sign holder, it will lay flat on the table) OR 3) product sample (if small enough) for the new product showcase area at Expo. We will appoint a company representative to make sure it's there on Wednesday, 3/11/20 from 9:00 a.m.-1:00 p.m., before show opens. **(EBMI will only provide sign showing booth#, company name and product name, but each company must provide ONE of the options above if participating in the new product showcase. No security is provided in the showcase area.)** Reminder from past attendees/judges: attendees are attracted to those poster boards or brochure in plastic sign holders that are simple and quick to read showing MAIN PRODUCT FEATURES with picture of product. This allows them to see the highlights easier than cut-sheets (though they can be used if needed) and head to your booth for additional information/demonstrations.

7) Information for a "winning" entry: **In the event our product or booth is a winner, please engrave the following company name on the award, AFTER THE SHOW:**

Yes, should I decide to put my actual product sample in this area, I agree that by submitting my new product entry, we understand that the Electrical Board and All of the Expo Management Committee is not liable for any theft. I have included all information requested for this entry.

Date when entry submitted: _____

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Email: _____