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**NO ENTRY FEE**

Free of charge for all Expo 2023 exhibitors

**DEADLINE FOR ENTRY** (for inclusion in pre-show promotional brochure):\*\*

April 1, 2023

**FINAL DEADLINE TO BE ENTERED IN AWARDS**:\*\*

July 1, 2023

(NO exceptions)

**TWO CATEGORIES FOR AWARDS:**

**NEW PRODUCT**

1) To qualify as NEW, product must be introduced AFTER JUNE 30, 2022. 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

(5 companies recognized)

TWO BOOTHS (2 companies recognized)

THREE OR MORE BOOTHS (1 company recognized)

**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, August 23rd at 1 p.m. for Excellence in Booth Displays and for New Product Awards. Judging will be completed by 5 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. **Looking for a game-changing product for the industry.**

\***For EXCELLENCE IN BOOTH DISPLAYS**…remember that the judges are looking for:

\*Physcial appearance of the booth;

\*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. Your interaction is part of this award.

WHAT IS PROVIDED BY EBMI:

8.5 x 11 space (as shown in picture from Expo 2020.) – by each space, a sign (yellow in 2020) will show each company name, new product name and booth# so you can put your product, posterboard or product information 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 (CHOOSE ONE OF 3 options below) for entry into NEW PRODUCT SHOWCASE:

1. **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.
2. **Poster board on stand:**

**ONLY SIZE: 8.5” x 11”**

Space is limited. So we are   
 only accepting this size. Keep wording   
 SIMPLE so attendees viewing can pick   
 up your product FEATURES.

1. **Sign Holder- Size: 8.5 x 11** – Suggest you bring this with you to place your product information in so the attendees can view it easier as it sits up on display. **Sign holders are NOT provided by EBMI and if not provided, product information will lay 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, AUGUST 23RD FROM 9:00 A.M. – 1:00 PM. Need this completed before show is open.**

**New Product Showcase above at our last Expo.**

A picture containing text, indoor, curtain, desk

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**LOCATION OF NEW PRODUCT ENTRIES:** We will highlight any new product, whose completed entry form is received PRIOR TO JULY 1, 2023.. 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.

**ELECTRICAL BOARD OF MISSOURI AND ILLINOIS**

**AUGUST 23-24, 2023 EXPO**

**AWARDS PROGRAM**

**MARK YOUR CALENDAR NOW FOR IMPORTANT DEADLINES**

Information Technology Solutions

BE PART OF THE AWARDS PROGRAM AT EXPO 2023



**Your company must be willing to do ONE of the following:** 1) place a poster board WITH STAND—**SIZE: ONLY 8.5”x 11”** for tabletop area. We cannot have posterboards blocking other exhibitor info; 2) printed picture of product **with bullet points** in plastic sign holder you provide OR 3) provide actual product sample (if small enough for tabletop). Cut-sheets can be used, but hard to read so bullet points of unique features is recommended.

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.

**DEADLINES ARE IMPORTANT: NO EXCEPTIONS!**

LIMITED TO APPROXIMATELY FIRST 80 NEW PRODUCT ENTRIES

\***APRIL 1, 2023 – for inclusion in pre-show**

**\*JULY 1, 2023 – FINAL DEADLINE TO BE INCLUDED IN THE SHOWCASE.**

Awards presented at our last show… Could your company win in 2023?

![A picture containing text, table, indoor, wooden

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SHOWCASE RULES

**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-a ”game changer”.
2. Pertinence in electrical industry
3. 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 UNIQUE to the   
 industry;

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

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](mailto:bill@electricalboard.org)

[annie@electricalboard.org](mailto: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.

**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](mailto:annie@electricalboard.org) or [bill@electricalboard.org](mailto:bill@electricalboard.org) for this entry form OR check out [www.electricalboard.org](http://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 JUNE 30, 2022, 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 does 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.)