

# IAAPA Brass Ring Awards: Best Exhibit Award



2013 Brass Ring  
Best Exhibit



**DEADLINE: NOVEMBER 8, 2013**

The IAAPA Brass Ring Awards: Best Exhibit Award competition recognizes the booth presentation in four categories at the IAAPA Attractions Expo.

## Application

### Contact Information

EXHIBITING COMPANY

BOOTH NUMBER

CONTACT PERSON FOR APPLICATION

TELEPHONE

E-MAIL

CONTACT PERSON ON-SITE AT IAAPA ATTRACTIONS EXPO 2013

SIGNATURE (AUTHORIZES IAAPA TO REPRODUCE MATERIALS AS NEEDED)

### Exhibit Information

Please select booth size from below:

- 1 or 2 booths (100–299 square feet)
- 3 to 5 booths (300–599 square feet)
- 6 to 10 booths (600–1,099 square feet)
- 11 booths or more (1,100 + square feet)

### Instructions:

Send your application and attachments to:

E-mail: [exhibitors@IAAPA.org](mailto:exhibitors@IAAPA.org)

Mail: Exhibitor Awards  
IAAPA • 1448 Duke Street, Alexandria, VA 22314, USA

### Eligibility

1. Must be a member of IAAPA and exhibiting at the IAAPA Attractions Expo 2013.
2. Must submit an entry online or with a paper form.
3. All Best Exhibit Award entries will automatically be entered for **The Image Award** which is awarded to the most outstanding exhibit booth at the IAAPA Attractions Expo. However, consideration for the Image Award does not require submission of an application.
4. Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards.

### Entry Procedures

1. Each entry must include a fully completed online application no later than November 8, 2013.
2. A signature or check-box on the application must be included to release authorization. All entries and materials submitted may be reproduced by IAAPA and all entries become the property of IAAPA and will not be returned.
4. There is no cost to submit an entry.
5. Deadline is November 8, 2013.

### Judging

1. A panel of judges comprised of IAAPA facility members will evaluate all entries.
2. The judges decisions are final.
3. Participating exhibitors must have their booths completed by Tuesday, November 19, 2013, at 10:00 a.m. in order for entries to be judged.
4. Each category will be awarded a winner unless the judges feel

that none of the entries submitted deserve special recognition. Honorable Mention awards have been eliminated.

5. All category winners will be distributed between 4:00–6:00 p.m., Tuesday, November 19, 2013.
6. All award winners will be displayed on the Awards display by 12:00 p.m., Wednesday, November 20, 2013. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m., Tuesday, November 19, 2013.
7. The Image Award winner will be announced and presented at the Brass Rings Awards Ceremony, Wednesday, November 20, 2013. All category winners are encouraged to attend the ceremony.

### Judging Criteria

- **Booth Design** – Quality, originality, and uniqueness.
- **Branding** – Use of corporate logo and/or brand within the design of the booth; promotion of product or service.
- **Staffing** – Professional appearance; welcoming and friendly demeanor; approachable and knowledgeable.
- **Overall Appeal** – Booth cleanliness; attractive layout; ease of access to information within the booth.

### Categories

(Based on booth size)

1. 100–299 square feet
2. 300–599 square feet
3. 600–1099 square feet
4. 1,100 square feet and larger

If you have any additional questions regarding the IAAPA Exhibitor Awards Program, please contact:

Bob Logan, Chairman, Exhibitor Awards Committee: +1 281/881-4586 • [blogan1222@yahoo.com](mailto:blogan1222@yahoo.com) or  
Stacey Mills, CMP, IAAPA, Director, Conference and Trade Show Operations: +1 703/299-5745 • [smills@IAAPA.org](mailto:smills@IAAPA.org)