



CUSTOMER EVENT/ TRADE SHOW AWARD

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BUSINESS**

On-Line Application Sponsor:
RhythmQ 
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This Award recognizes the best overall electrical industry event in two categories. On your entry form, note your category of entry, whether your company is an electrical manufacturer, distributor or manufacturers' representative, and with sales of either less than or greater than \$50 million.

Submissions must be from Electro-Federation (EFC) Canada members, and can be for any event where attendees are invited (trade show, conference, training/education event, product expo, virtual event, etc.). Please provide samples of marketing materials.

Evaluation of the submissions will be based on whether the event met its objectives and whether the best practices demonstrated the following criteria.

For 2016 examples, visit www.electrofed.com/announcing-2016-efc-award-winners

The following must be included with your submission (please submit in Word format):

Pre Event

- Please indicate what marketing initiatives were performed prior to the event (examples: personal invitations, trade press advertising, telemarketing, email blast, social media, direct mail, press releases, website ads etc.). Please provide samples of marketing materials.

Event

- Describe what made your event unique and successful (examples: venue, food, entertainment, signage, opportunities for networking, tailoring to the attendee etc.).
- Describe your event objectives (examples: launch/show product(s), training, customer networking etc.).
- Describe the event layout, provide floor plans or photos or other material.
- Please provide samples of marketing materials.

Post Event

- Did your event meet its objectives? How did you measure? (examples: revenue generation, number of attendees, feedback etc.)

Please submit via application site at marketingawards.electrofed.com

- Completed Submission Form
- Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High & Low Resolution Campaign Creative Materials (EPS or JPEG)

Deadline: June 30th, 2017

Judging & Awards: The EFC Marketing Awards submissions will be judged by a panel of electrical & electronics industry and non-industry experts. Award recipients will be announced in October 2017. **EFC staff and members are not judges.**

Eligibility: These awards are applicable for **2016 and 2015** marketing programs developed and executed in Canada (it can also have started prior to these dates and/or be ongoing).

Submission Checklist: Note: Please ensure your submission is complete and includes supporting material to meet category criteria (i.e. web links, PDF attachments, strategy documents etc.).

- The application must be in a written paragraph format; bullet points will not be accepted.
- Please select the category and complete the required information.
- There is no limit to the number of entries; only one entry per submission form, please.

\$100 per submission. For further information, contact info@electrofed.com

Enter submission at marketingawards.electrofed.com



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