



Celebrating Innovation EXCELLENCE

*Demonstrating Excellence in Canadian
Marketing for the Electrical &
Electronics Industries*

2017 AWARD CATEGORIES

"CLICK & ORDER" E-COMMERCE

(ONLINE ORDERING PLATFORM)

sponsored by



CORPORATE SOCIAL RESPONSIBILITY

sponsored by



CUSTOMER EVENT/TRADE SHOW

sponsored by



INTEGRATED MARKETING

sponsored by



MERCHANDISING & DISPLAY

sponsored by



SUSTAINABILITY

sponsored by



Online Application
Sponsor:



ELIGIBILITY: These awards are applicable for 2016 and 2015 marketing programs executed within Canada (it can also have started prior to these dates and/or be ongoing). **Organizations must be a current EFC Member.**

SUBMISSION CHECKLIST: Please ensure that your submission is complete and includes supporting material to meet category criteria (e.g. 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 submit the required information. There is no limit to the number of entries and only one entry per submission form is allowed.

\$100 per submission. Apply at marketingawards.electrofed.com.

Deadline: June 30, 2017

Apply at marketingawards.electrofed.com



www.electrofed.com



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Demonstrating Excellence in Canadian Marketing for the Electrical & Electronics Industries

CALL FOR 2017 ENTRIES

This 2017 awards program is designed to recognize Electro-Federation Canada (EFC) member organizations demonstrating marketing excellence and innovation.

EFC is the hub for the best and most influential organizations in the Canadian electrical and electronics industry. This culminates in celebrating recipients at the EFC Future Forum. View the 2016 award recipients at www.electrofed.com/announcing-2016-efc-award-winners.

This year's winners will be announced at the EFC Future Forum on October 25th, 2017. Each award recipient will be recognized in EFC's Fall *InfoElectro* magazine, electronic newsletter, EFC website and social media.

The EFC Awards program recognizes excellence in the many areas of corporate activity contributing to the organization's success in sales, marketing and branding. The Awards are open to individuals and organizations of all sizes representing electrical and electronics manufacturers, distributors and manufacturers' reps.

Organizations must be a current EFC member. EFC staff and members are not judges.

Deadline for entry: June 30th, 2017

Please contact info@electrofed.com for additional information or awards sponsorship opportunities.

ENTRY INFORMATION

Please submit entry form via application site at marketingawards.electrofed.com

2017 Awards Categories (No limit to number of entries; only one entry per submission form, \$100 per entry fee)

- "Click & Order" e-Commerce, sponsored by *Thinkwrap Commerce*
- Corporate Social Responsibility, sponsored by *Electrical Line*
- Customer Event/Trade Show, sponsored by *Electrical Business*
- Integrated Marketing, sponsored by *Kerrwil*
- Merchandising & Display, sponsored by *EFC*
- Sustainability, sponsored by *Product Care*
- Completed Submission Form
- Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High and Low Resolution Campaign Creative Materials



ELECTRO·FEDERATION
C A N A D A

www.electrofed.com

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