

## 2012 PEGASUS AWARDS ENTRY FORM

Due to the increased size of the show and to assist our judges, the 2012 Pegasus Awards will require the submission of a request to be judged for a specific category in order to qualify for an award. **It is the Exhibitor's sole responsibility to submit a request for judging.**

Judging will take place between 1:00pm and 4:30pm on Thursday, August 9, 2012 and will be awarded at each of the winners' exhibit spaces. On Friday, August 10 the Pegasus Awards are recognized via signage at the show. The winners will also be recognized on the Press Page of the METROCON website. The decision of the judges is final.

**To enter, please complete the information below and submit to the METROCON Information Booth before 10:00am on Thursday, August 9, 2012.**



## 2012 PEGASUS AWARDS CATEGORIES

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### BEST PROMOTIONAL CAMPAIGN

This award will be given to the Exhibitor that goes beyond the METROCON Committee's PR/Marketing scope, developing their own branded promotional campaign to attract attendees – whether established or potential new customers – to their booth both prior to and during the show: theme, handouts, mailouts, email blasts, social media posts, give-aways, etc.

### MOST INFORMATIVE EXHIBIT

This award will be given to the Exhibitor that provides show attendees with unique and highly useable information applicable to the daily work of professional designers and facility managers. Highly regarded in the selection criteria will be the presentation method(s) employed in the delivery of this information.

### BEST NEW PRODUCT

This award will be given to the Exhibitor displaying the most impressive new product publicly introduced to the United States market since January 1, 2012. Criteria will include introduction date, product availability to the market, unique applications, innovative production, sustainability, and widespread applicability to meet market demands. Please elaborate on the product's qualities in this entry form as the judges will not be identifying themselves to you for explanation.

### BEST OVERALL EXHIBIT

This award allows our judges to “dip” into their own creativity on judging criteria. Considerations will include products and/or services exhibited, communications of the products and/or services exhibited, creative theme, exhibit appearance, and FUN!

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*Please print. You may securely attach additional information / literature if applicable.*

Name of Exhibitor: \_\_\_\_\_ Booth #(s): \_\_\_\_\_

Booth Contact: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**Please enter our exhibit for (select award category):**

\_\_\_\_\_ **BEST PROMOTIONAL CAMPAIGN** [give details of your marketing strategy]

\_\_\_\_\_ **MOST INFORMATIVE EXHIBIT** [explain why your display is the most instructive to attendees]

\_\_\_\_\_ **BEST NEW PRODUCT** [describe the product fully and specify date of U.S. market introduction]

\_\_\_\_\_ **BEST OVERALL EXHIBIT** [explain why you qualify for this award]

Received by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

METROCON Information Desk Coordinator