



RESPECT  
OPPORTUNITIES, ACHIEVEMENTS  
RECOGNITION

## **AAXO ORGANISER-EXHIBITION AWARDS 2018**

The African Association of Exhibition Organisers, is proud to open the 2018 AAXO EXHIBITION AWARDS. These awards are aimed at acknowledging and recognising excellence in exhibition organisation. All entries will be judged on their successful exhibition strategy incorporating marketing, public relations, operations and activation. This prestigious award will provide organisers with a platform to showcase their event, positioning the exhibition as an award-winning event and allowing for further growth opportunities.

### **ORGANISER-EXHIBITION AWARDS GUIDELINES**

#### **ELIGIBILITY**

- It is compulsory that all entrants are members of AAXO.
- All AAXO approved companies who have organised an exhibition in Africa during 2018 are eligible to submit entries into the AAXO ROAR Awards
- All entries must be submitted within 60 days from completion of the exhibition.
- Companies may submit more than one entry if the exhibition was held in the year 2018.
- ABC AUDIT certificates must be in process for each entry and available by 12<sup>th</sup> January 2019.
- All outstanding AAXO invoices must be settled in full.

#### **JUDGING, AWARDS AND RECOGNITION**

The judges will comprise of a panel of distinguished exhibition, communication and marketing specialists. The Judges' decision is final and no correspondence may be entered.

Judging will commence as soon as the entry has been submitted.

##### **Awards**

The AAXO Exhibition Awards will be presented to the winners at a celebratory gala dinner on 31 January 2019.

##### **Recognition**

The AAXO Organisers who have won within their respective categories will receive:

- Recognition and Acknowledgement at the AAXO ROAR Awards.
- Exposure on the AAXO website
- Media coverage.



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## **AAXO EXHIBITION AWARDS CATEGORIES – SOUTH AFRICA**

There are 5 entry participation categories available for organiser entries.

### 1. **TRADE**

- 1 – 6000m<sup>2</sup>
- 6001 – 12 000m<sup>2</sup>
- 12 001m<sup>2</sup>

#### **Trade Exhibition (B2B)**

A **trade fair (trade show, trade exhibition, or expo)** is an **exhibition** organised so that companies in a specific industry can showcase and demonstrate their latest products and services to present to potential customers, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities.

### 2. **CONSUMER**

- 1 – 6000m<sup>2</sup>
- 6001 – 12 000m<sup>2</sup>
- 12 001m<sup>2</sup>

#### **Consumer Exhibition (B2C)**

A consumer exhibition is organised for consumers/public in a specific area of product or and service interest. Or it may be combined into a larger and broad based presentation which is segmented into specific type products. Many consumer exhibitions permit exhibitors to sell products directly to visitors from their exhibition stands. It is common for interactive demonstrations and or presentations to be conducted within a dedicated area of the exhibition.

### 3. **TRADE AND CONSUMER**

- 1 – 6000m<sup>2</sup>
- 6001 – 12 000m<sup>2</sup>
- 12 001m<sup>2</sup>

#### **Trade & Consumer Exhibition (B2B and B2C)**

A trade & consumer exhibition is organised for companies in a specific industry to showcase their existing products and demonstrate their latest innovations & services to both the trade buyer/influencer and directly to the end user or public. It is most common for exhibitions with dual visitor markets to either allocate specific areas of the exhibition for trade buyers only or to dedicate times or dates to differentiate both markets. This allows for different style stand presentations or product pricing.

4. **CONFEX (1,000 m<sup>2</sup> or under)**

A Confex is an acronym for a conference driven exhibition with a business to business interface. The exhibition is run alongside an industry conference where a problem solution scenario is discussed and commercial solutions presented within the exhibition area. Access to the exhibition is normally reserved for registered conference delegates only. There is a high level of integration between the conference and exhibition in that networking functionality is important to both the exhibitor and visitor and internal events are arranged for maximum networking efficiency. (An event that is exhibition focussed and that incorporates but is normally larger than the conference as a whole is a Trade or Consumer Exhibition (determined by the visitor profile)

5. **TABLE TOP**

The table-top event is a proven model across travel events. Limited to 100 international and local suppliers of product and services to the industry, it is designed through pre-arranged meetings to place international and local buyers with suppliers over a table-top environment at a 1:1 ratio.

6. **SOCIAL MEDIA**



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## **AAXO EXHIBITION AWARDS**

### **JUDGING CRITERIA – CATEGORY 5: TABLE TOP**

*3 areas of evaluation that need to be fulfilled.*

**NB. Please utilise the standard PowerPoint template provided for completion.**

#### **1. MARKETING & PR CAMPAIGN (TOTAL: 40 points)**

*If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.*

- **Exhibitor Marketing & PR Campaign (10 points)**
  - Describe in detail your exhibitor profile to confirm an understanding of your exhibitor target market.
  - Provide a detailed description of your exhibitor marketing and PR campaign. List all media and marketing platforms used with necessary timelines and provide supporting visuals for each element in your campaign.
  - Campaign to include evidence of industry support within these campaigns.
  - Provide details of key associations and media partners supporting the event. Highlight marketing that they utilised to assist in promoting your event campaign to their members (particularly industry associations).
  - List any government funding or support listed.
- **Visitor/ Delegate Marketing & PR Campaign) (10 points)**
  - Describe in detail your visitor demographic to confirm an understanding of your visitor target market.
  - Provide a detailed description of your visitor/delegate marketing and PR campaign. List all media used, timelines and provide supporting visuals for each element in your campaign.
- **Special features as visitor/delegate/exhibitor added value areas (10 points)**
  - Provide reasons for each feature created as well as a detailed description of the area, supporting visuals, including any features offering CPD points.
  - Example, workshops, demo areas, business meeting rooms, co-located events, conferences, seminars etc.
- **Visual Impact and Branding (10 points)**
  - Provide a detailed list and supporting visuals of all branding elements utilised throughout the event.

## **2. OPERATIONS & LOGISTICS (TOTAL: 40 points)**

*If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.*

- **Venue Choice (5 points)**
  - Provide considerations in terms of access to the venue via different routes, entrances, ease of access, parking, shuttle services, disabled access etc.
  - Explain in detail reasons for choosing venue, location and size of venue.
- **Registration Process (5 points)**
  - Describe in detail the registration process and timelines utilised for visitor registration and delegate registration, specify on-site vs online registration.
- **Visitor information Facilities (5 points)**
  - Describe in detail the various methods in which visitors/ delegates can access information and have queries attended to at the exhibition.
- **Functionality considerations (5 points)**
  - Describe in detail the considerations that were accounted for in the event floorplan in relation to your target market, feature areas and accessibility.
  - Example visitor flow initiatives and or signage considerations.
- **Staff Presentation and Training (5 points)**
  - Describe the process of acquiring and training promotional, activation and registration staff for the exhibition. Provide description of uniform choices and supporting visuals.
- **Safety and security considerations (2 points)**
  - Provide public liability certificates.
- **Services (8 points)**
  - Describe how and what information was disseminated before the show to assist exhibitors i.e. briefing manuals, exhibitor briefing etc.
  - Describe how exhibitors could access information /organiser during the show
  - Describe other services provided for exhibitors. Example: stand packages, exhibitor manual, credit card facilities, etc.
- **Logistics (5 points)**
  - Describe in detail the logistics provide for exhibitors.
  - Example: storage, transport, drayage, accommodation etc.

### **3. POST EVENT REPORT (TOTAL: 20 points)**

**If any of the following criteria do not apply to your event, please substantiate to ensure that the judges understand why your event did not require this aspect.**

- **Results (10 points)**

- Provide details on processes used to identify, analyse and quantify results.
- Provide details on verified breakdown of visitor/ delegate numbers.
- Describe in detail successes and challenges experienced and adjustments made to overcome challenges.
- List significant highlights of the exhibition e.g. government ministers or other high profile industry experts attending.
- List media coverage achieved.

- **Data collection Tools (10 points)**

- List the various data collected at the exhibition and how the data will be used.
- Describe in details the tools used to gather the data.



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## **AAXO EXHIBITION AWARDS ENTRY RULES:**

**It is compulsory that all entrants are members of AAXO.**

- Entries may only be submitted using the PowerPoint template provided.
- Entries will only be accepted via the AAXO ROAR AWARDS online entry portal.
- All entries must be submitted within 60 days from completion of the exhibition.
- Companies may submit more than one entry if the exhibition was held in the year 2018.
- ABC AUDIT certificates must be in process for each entry and available by 12<sup>th</sup> January 2019.
- All outstanding AAXO invoices must be settled in full.

**Entry Forms must be completed online within the timeframe below:**

- All entries for exhibitions between **January 2018 – June 2018** must be submitted by no later than **31 August 2018**
- All entries for exhibitions organised from 1 July 2018 – November 2018 must be submitted by no later than **10 December 2018**

**Entry Fees:**

- **Price:** R 750, 00 (Excl. VAT) per entry category.
- An invoice will only be processed once your entry has been recorded.

**Supporting Materials**

- All supporting material should be uploaded on template provided.
- The entry must be completed in English only.
- Any audio or video submissions submitted should be no more than 4 minutes' duration and must be inserted as YouTube or Web links.
- You may upload as additional PowerPoint files as a visual support document to assist the judges in the evaluation.

**IMPORTANT**

All necessary file attachments should be uploaded on PowerPoint templates provided, where required in the online entry. (Completed file should not exceed 15 MEGS, for any videos please insert YouTube or Web links)

**AWARDS:**

- Winners will only be announced at the celebratory awards ceremony on the 31 January 2019.
- Tickets may be purchased for the event from AAXO.
- AAXO trophies and certificates will be presented to the winners in each category.

**For further information contact:**

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