**ENTRY FORM**

OUTSTANDING TRADE EXHIBITION

Recognizes the exhibition that delivered excellent exhibitor and visitor experience in terms of positive business results, impact to fair visitors through an innovative marketing campaign, creative design and over-all exhibition presentation which have surpassed expectations and affirmed claim in the industry. Three awards will be given in this category as follows:

* Outstanding Trade Exhibition for below 3,000 sqm (net)
* Outstanding Trade Exhibition for 3,001 sqm – 10,000 sqm (net)
* Outstanding Trade Exhibition for 10,001 sqm and above

1. **EVENT PROFILE**

NAME OF EXHIBITION

ENDORSED BY (ASSOCIATION MEMBER)-MUST FILL IN IF YOU ARE NOT AFECA MEMBER

DATE/S OF EXHIBITION VENUE OF EXHIBITION

ORGANIZER

BRIEF DESCRIPTION OF ORGANIZER

OFFICIAL CARRIER OF EXHIBITION

OFFICIAL GROUND HANDLER / TRANSPORT COMPANY

OFFICIAL HOTEL (If any)

REGISTRATION / ENTRANCE FEES CHARGED

BRIEF DESCRIPTION / BACKGROUND OF EXHIBITION

THEME OF THE EXHIBITION

OBJECTIVES OF THE EXHIBITION

1. **REQUIREMENTS FOR JUDGING**

(Please complete below.)

1. **Overall Profile of Trade Exhibition (25%).** Provide a copy of the event floor plan / layout; event designs for:
2. Entrance Signage
3. Registration Area (Counters, directional signs, flow etc.)
4. Hall Directional Signage
5. Stage (if any)
6. In-Hall Banners
7. Perimeter banner designs
8. Information counters/help desk
9. Staff Uniforms (if any)
10. Others
11. **Business Generation (25%).**  How did the event open opportunities / introduce business leads/ prospects to exhibitors. What was the return on investment (ROI) for organizers and participants?
12. **Innovation (15%).** Specify innovation introduced to the event.
13. **Sustainable Practices (15%)**. Highlight sustainable practices and describe how these helped to improve the event.
14. **Overall Impact** **(20%).** Explain how the exhibition proved an outstanding experience for exhibitors and visitors in terms of the general theme, over-all product display, special settings etc. Provide substantial documents that justify visitor satisfaction such as survey results, testimonials, etc.