

## EXHIBITORS' AWARDS / PEOPLE'S CHOICE AWARD

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Building on tremendous success year after year, HealthAchieve's 7<sup>th</sup> annual Exhibitors' Awards and the 6<sup>th</sup> annual People's Choice Award will honour the "best of the best" once again in 2008. Sponsored by HealthAchieve2008 Show Management in conjunction with Longwoods Publishing, these annual awards highlight excellence in exhibit space design product display and customer relations. A panel of judges determines the Exhibitors' Awards, while People's Choice Award is presented based on the subjective assessment of delegates.

### Eligibility

All exhibitors' exhibit spaces will be automatically entered in the relevant categories for judging unless they specify that they do not wish to participate. If your company does **not** wish to take part, please inform Connie Coelho in writing no later than Friday, September 26, 2008 by e-mail at [ccoelho@oha.com](mailto:ccoelho@oha.com) or fax: 416-205-1340.

### Exhibitors' Awards

There are five award categories:

- i) Best Single Exhibit Space – 100 to 199 sq.ft.
- ii) Best Double Exhibit Space – 200 to 399 sq.ft.
- iii) Best Multiple Exhibit Space – 400 sq.ft. and over
- iv) Best New Exhibitor
- v) Best of Show

### Judging Criteria

The following criteria will be used for judging exhibits:

- Exhibit Space Design:
- 1) Effective use of colour
  - 2) Effective use of lighting
  - 3) Effective use of size
  - 4) Effective use of graphics/signage
  - 5) Layout – is the exhibit space open and inviting?
  - 6) Incorporation of show theme "Inspiring Ideas and Innovation"
- Product Display:
- 1) Easy to identify
  - 2) Effectiveness of product display
  - 3) Creativity of product display
  - 4) Innovative promotional materials
- Exhibiting Personnel:
- 1) Staffing (points will be deducted if exhibit space is unstaffed)
  - 2) Friendliness of staff
  - 3) Knowledge ability of staff

## **Selection Process and Announcement of Winners**

A panel of judges will select the winning exhibit spaces. The selection process will take place on Monday, November 3, 2008, with the winners announced on Tuesday, November 4, 2008.

## **Awards Presentation Ceremony**

The Awards Presentation Ceremony will take place on Tuesday, November 3, 2008; the exact time will be announced during the show. Each winner will receive a trophy on-site and a congratulatory letter will be sent to the company President after the show.

## **Last year's winners were:**

- Best of Show: GE Healthcare
- Best Single Exhibit Space: HDR Architecture
- Best Double Exhibit Space: Environics Analytics
- Best Multiple Exhibit Space: Peridot Medical Inc.
- Best New Exhibitor: HealthForce Ontario

## **People's Choice Award**

Awards based on ranked scores by a panel of judges are one thing, but what do the customers and clients think? The annual People's Choice Award determines which exhibit space consumers like the best. A random survey of delegates on the exhibit floor will be conducted Monday, November 3 and Tuesday, November 4, to determine the winner. Last year's winner was GE Healthcare.

Delegates will be asked a single question: Which is the best exhibit space you have seen? Responses will be tabulated, and the winner will be announced during the Thank You Exhibitors Reception, which will take place on Tuesday, November 4 from 3:30 p.m. to 5:00 p.m. at Isabella's Café (exhibit space# 620) on the exhibit floor. The winner will receive a trophy on-site and a congratulatory letter will be sent to the company President after the show.

## **Prizes from Longwoods Publishing**

*Longwoods Publishing* will provide a full-page colour ad as the prize in the "Best of Show" and the "People's Choice" categories, and a quarter-page colour ad for each of the other winners. The ads will appear in *Healthcare Quarterly's* "HealthAchieve Special Issue" following the show, to be published in early 2009. Winners will also be highlighted in the 2009 Exhibit, Sponsorship & Advertising Prospectus.

## **Exhibitor's Responsibility**

It is very important that exhibitors inform all exhibit space personnel of the opportunity to participate in the awards.

We believe this competition adds to the excitement on the exhibit floor, and further promotes the innovation consistently demonstrated by HealthAchieve's exhibitors.