



# SIZZLE

**EXHIBITOR MAGAZINE'S  
NINTH ANNUAL SIZZLE AWARDS**

**Honoring Red-Hot Trade Show Exhibit Promotions**

**“There is nothing easier than lopping off heads and nothing harder than developing ideas.”**  
— Fyodor Dostoevsky

**W**hile the Russian novelist may have exaggerated just a tad, the essence of his statement rings true: Developing a good idea is hard work. And if you're an exhibit manager developing promotions for today's been-there-done-that attendees, not to mention a prove-it-or-lose-it management team, you not only need effective ideas that meet multiple marketing objectives, you also need proof that those ideas actually work.

EXHIBITOR Magazine's Ninth Annual Sizzle Awards competition honors exhibit-promotion programs that do both — they don't just break through attendees' "surprise me, I dare you" shroud, they also bypass cool-idea status to become proven successes.

In early June, a trio of marketing experts met in Dallas to pore through Sizzle Awards entries in 10 different categories. By day's end, the judges had identified five winners from three categories

and created an informal list of judging criteria. In addition to innovative concepts and hard-core results, judges identified consistent execution across all elements of the campaign as well as the entrants' ingrained desire to improve upon past efforts as critical components of success.

Meeting all of the judges' self-imposed criteria, this year's winners devised novel promotions — including everything from an in-booth s'mores activity to an integrated program based on the perfect blend of tea — and reeled in results ranging from a 400-percent increase in time spent with attendees to an almost 300-percent sales increase as a direct result of the show.

Along with winners' varied activities came varied budgets, ranging from a product launch in the neighborhood of \$1.5 million to roughly \$76,000 — proving that great-idea price tags are negotiable.

Please join us in congratulating this year's winners — a select group of memorable promotions with impressive results. May their innovative ideas inspire you and your program — for as chemist Linus Pauling once said, "The best way to have a good idea is to have lots of ideas." Here are five to help you get started. **E**

## Judges



**Nowell Upham, managing partner, director of integration, DDB Worldwide, Dallas**

Nowell Upham leads clients such as AT&T Inc., American Airlines, Nokia, and JCPenney Co. Inc. in marketing efforts including direct marketing, advertising, and promotions. His career started on the client side in brand management at Frito-Lay Inc., developing retail programs for the company's Lay's Potato Chips brand.



**Jim F. Dawson, CBC, president, Dawson Marketing Group, Dallas**  
After 15 years in Boston, Jim F.

Dawson recently relocated his firm to Dallas. Past clients include Anheuser-Busch Cos. Inc., Verizon Communications Inc., and American Express Co. Dawson is the president-elect of the Dallas American Marketing Association. His experience also includes roles in both corporate-marketing and advertising.



**Lisa Calce, integrated marketing communications project manager, IBM Corp., Dallas**

Lisa Calce began her IBM Corp. career in sales, working with clients such as AAA and Cigna Corp. She now works in IBM's integrated marketing communications area, where she has developed and implemented interactive strategies and tools for clients such as Bank of America N.A., Citibank N.A., and AT&T Inc.