

11th ANNUAL EXHIB-IT!



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**The People's Choice  
Best Local Brand Award**  
Commercial & Nonprofit

The People's Choice



**BEST  
LOCAL BRAND  
AWARD**

**Call for Entries  
Through March 16, 2018**

**Sponsored by**





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## Nonprofit & Commercial Organizations Enter Today:

**EXHIB-IT!** is sponsoring its **4th Annual "Best Local Brand" Awards** and entries for both categories (Nonprofit and Commercial) are now being accepted ***through March 16, 2018.*** Each Winner will be announced LIVE on stage during the **11th Annual B2B Expo** on April 24, 2018. There are over **\$6,825 in Advertising & Marketing Awards** for the Top #1 Winner for Commercial and Nonprofit Categories.

## Last Year's Winners:

- Best Local Commercial Brand: **Mark Pardo SalonSpa**
- Best Local Nonprofit Brand: **Best Buddies**

## Qualifications/Criteria:

- Must be a locally-owned (New Mexico) Commercial or Nonprofit Business.
- Enter no later than 5pm on March 16, 2018. **No late submissions will be accepted.**
- **Submissions must be complete and include uploaded logo/branding examples.**
- The top three finalists in each category will be selected by an unbiased judging team and placed online to start for Live Voting with link to be provided after Top Three Winners are selected in each category.

## Prizes/Awards:

### Best Local Brand Winners in Each Category Will Receive:

**\$6,825 in Advertising & Marketing**

- **EXHIB-IT!** - Best Local Brand Crystal Award - **\$200 value**
- **EXHIB-IT!** - Banner Stand, including design and printed graphic - **\$625 value**
- **770 KKOB** - One :30 Commercial spot, including writing and production (airtime is separate), and an exhibit booth space at one of the quarterly Net @ 5 networking events - **\$1,000 Value**
- **ABQ Business First** – Open Rate Ad Package for 2018 weekly edition of Albuquerque Business First. NOTE: Ad(s) must be camera ready and to specified sizes. Space must be reserved three weeks before publication date. Email: [cbeeke@bizjournLS.COM](mailto:cbeeke@bizjournLS.COM) to redeem. **\$5,000 value**

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## Two Ways to Enter

### Online Entry:

- **Commercial** Brand Online Form:

<https://exhibitexperts.wufoo.com/forms/q1oik3iu0k197os/>

- **Nonprofit** Brand Online Form:

<https://exhibitexperts.wufoo.com/forms/qg84xf907wxhv1/>

### Email Entry:

Email all Best Local Brand Entries to [smarketing@exhib-it.com](mailto:smarketing@exhib-it.com) with this document as an attached file, including all of the below questions completely filled out. Additional attachments may be included in the email, such as logos or small flyers and business cards. *Continue below to begin filling out your entry...*

*The below entry information must be received by EXHIB-IT! no later than March 16, 2018 at 5:00 pm to be eligible. No late entries will be accepted. To confirm your entry was received, please call Leticia Vasquez at 505-828-0574.*

**\*\*SEE NEXT PAGES FOR ENTRY INFO\*\***

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● **Business Information \*(Required)**

Commercial or Nonprofit Entry: **(Circle Entry – Commercial OR Nonprofit)**

Business Name\*:

Business Address\*:

Business Industry\*:

Applicant's Name\*:

Applicant's Job Title\*:

Applicant's Email\*:

Applicant's Office Phone Number\*:

Applicant's Cell Phone Number\*:

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• **Visibility**

- How is your brand distinctive and successful? How do you reach customers through multiple channels? List and provide examples of your communication channels (i.e., digital marketing, email marketing, social media channels, website, print ads and marketing collateral) used to reach customers and how are you effective? **\*(Required: Please answer in 750 words or less.)**

**Answer Below:**

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- **Audience Knowledge**

- Knowledge of consumer demographics, target market, consumer interest and consumer communication are all components of a powerful brand. Please list and provide examples of how you are using these four aspects of Audience Knowledge in your overall marketing strategy? **\*(Required: Please answer in 750 words or less.)**

**Answer Below:**

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- **Uniqueness**

- What sets your brand apart from other commercial businesses or nonprofits and makes it easily recognized and memorable? What makes your brand unique? Be sure to provide printed collateral or digital collateral branding and marketing examples. **\*(Required: Please answer in 750 words or less.)**

**Answer Below:**

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- **Makes a Difference**

- A strong and well-received brand is known for participating and giving back to its community. Describe some ways that your company has given back to New Mexico that reflects in your brand awareness. **\*(Required: Please answer in 750 words or less.)**

**Answer Below:**





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• **Consistency**

- A powerful brand has a high level of consistency for overall design and message. Provide examples of branded digital or printed marketing collateral that displays consistency of your overall brand and messaging.

**\*(Required: Please provide images in JPEG, PDF or Adobe Files, or links to collateral that show off your brand)**

**Two ways you can send branded materials:**

**These files may be emailed to: [smarketing@exhib-it.com](mailto:smarketing@exhib-it.com)**

**Larger files may be uploaded to us online here\*:  
<https://www.hightail.com/u/designexhibit>**

**\*NOTE: Please name your files with the company you are recommending. For example exhib-it\_01.jpg, exhib-it\_02.jpg, etc**

**Links (optional):**

**Answer Below:**

**Additional Information (optional):**

**Answer Below:**

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**You are almost done! Simply email your form to [smarketing@exhib-it.com](mailto:smarketing@exhib-it.com) by March 16, 2018 no later than 5 PM (MST) to complete your entry. **Late Entries will NOT be accepted.****

Thank you for entering!

A handwritten signature in black ink that reads 'DJ Heckes'.

DJ Heckes, CEO  
EXHIB-IT! Trade Show Marketing Experts