



THE
BIZBASH
EVENT
STYLE
AWARDS

2019 CATEGORIES

CATEGORIES

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BEST FLORAL DESIGN FOR AN EVENT OR MEETING (PEOPLE'S CHOICE)
BEST NEW EVENT PRODUCT/SERVICE (PEOPLE'S CHOICE)
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BEST CONFERENCE—MORE THAN 5,000 ATTENDEES
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BEST CORPORATE EVENT CONCEPT—BUDGET BETWEEN \$250,000 - \$500,000
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BEST USE OF SPECIAL EFFECTS AT EVENTS
BEST USE OF VIDEO AT AN EVENT
BEST VIDEO CAPTURE OF AN EVENT
BEST EVENT ENTERTAINMENT ACT

CATEGORIES

BEST ASSOCIATION EVENT (PEOPLE'S CHOICE)

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE EVENT (INCLUDING GALAS, AWARD SHOWS, CONFERENCES, OR RECEPTIONS) PLANNED FOR AN ASSOCIATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT, AS WELL AS CONCEPTS FOR EDUCATION, NETWORKING, MARKETING, TECHNOLOGY INTEGRATION, ENTERTAINMENT, AND DECOR. SUBMISSIONS SHOULD HIGHLIGHT HOW THE CONCEPT REFLECTED THE BRANDING, MESSAGING, AND GOAL OF THE EVENT.

BEST FLORAL DESIGN FOR AN EVENT OR MEETING (PEOPLE'S CHOICE)

AWARDED FOR INGENUITY IN FLORAL EVENT DESIGN, INCLUDING CONCEPTS FOR CENTERPIECES OR LARGER INSTALLATIONS FOR A CORPORATE, NONPROFIT, ASSOCIATION, OR SOCIAL EVENT OR MEETING. ENTRIES SHOULD HIGHLIGHT HOW THE CONSTRUCTION, MATERIALS USED, CONTAINERS, AND/OR OVERALL DISPLAY REFLECTED THE EVENT'S MESSAGING OR STYLE OBJECTIVES.

BEST NEW EVENT PRODUCT/SERVICE (PEOPLE'S CHOICE)

AWARDED TO THE MOST ORIGINAL AND HELPFUL PRODUCT OR SERVICE RELEASED IN THE ELIGIBLE TIME PERIOD TO HELP EVENT PLANNERS CREATE EFFECTIVE EVENTS. ENTRIES IN THIS CATEGORY DO NOT NEED TO BE FROM A SPECIFIC EVENT.

BEST CONFERENCE—LESS THAN 5,000 ATTENDEES

AWARDED FOR THE EFFECTIVE AND CREATIVE PLANNING OF A CONFERENCE OR MEETING WITH LESS THAN 5,000 ATTENDEES. JUDGING IS BASED ON EFFECTIVENESS AND ORIGINALITY OF CONTENT, RELEVANCE TO EVENT/SUBJECT MATTER, CHOICE OF SPEAKER(S), METHODS OF DELIVERING CONTENT, INTEGRATION OF TECHNOLOGY AND/OR SOCIAL MEDIA, AUDIENCE INTERACTION, AND LEARNING ENVIRONMENT. SUBMISSIONS SHOULD HIGHLIGHT HOW THESE ELEMENTS REFLECTED THE MESSAGING AND GOAL OF THE CONFERENCE OR MEETING.

BEST CONFERENCE—MORE THAN 5,000 ATTENDEES

AWARDED FOR THE EFFECTIVE AND CREATIVE PLANNING OF A CONFERENCE OR MEETING WITH MORE THAN 5,000 ATTENDEES. JUDGING IS BASED ON EFFECTIVENESS AND ORIGINALITY OF CONTENT, RELEVANCE TO EVENT/SUBJECT MATTER, CHOICE OF SPEAKER(S), METHODS OF DELIVERING CONTENT, INTEGRATION OF TECHNOLOGY AND/OR SOCIAL MEDIA, AUDIENCE INTERACTION, AND LEARNING ENVIRONMENT. SUBMISSIONS SHOULD HIGHLIGHT HOW THESE ELEMENTS REFLECTED THE MESSAGING AND GOAL OF THE CONFERENCE OR MEETING.

BEST CORPORATE EVENT CONCEPT—BUDGET OVER \$500,000

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE THEME/CONCEPT FOR AN EVENT PLANNED BY OR FOR A CORPORATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT, AND HIGHLIGHT HOW THIS WAS EXECUTED THROUGH ASPECTS SUCH AS CATERING, ENTERTAINMENT, DECOR, TECHNOLOGY AND/OR SOCIAL MEDIA INTEGRATION, AND GUEST INTERACTION. SUBMISSIONS SHOULD HIGHLIGHT HOW THE CONCEPT REFLECTED THE MESSAGING AND GOAL OF THE EVENT; THE EVENT'S TOTAL BUDGET MUST BE MORE THAN \$250,000.

CATEGORIES

BEST CORPORATE EVENT CONCEPT—BUDGET BETWEEN \$250,000 - \$500,000

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE THEME/CONCEPT FOR AN EVENT PLANNED BY OR FOR A CORPORATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT, AND HIGHLIGHT HOW THIS WAS EXECUTED THROUGH ASPECTS SUCH AS CATERING, ENTERTAINMENT, DECOR, TECHNOLOGY AND/OR SOCIAL MEDIA INTEGRATION, AND GUEST INTERACTION. SUBMISSIONS SHOULD HIGHLIGHT HOW THE CONCEPT REFLECTED THE MESSAGING AND GOAL OF THE EVENT; THE EVENT'S TOTAL BUDGET MUST BE MORE THAN \$250,000.

BEST CORPORATE EVENT CONCEPT—BUDGET UNDER \$250,000

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE THEME/CONCEPT FOR AN EVENT PLANNED BY OR FOR A CORPORATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT, AND HIGHLIGHT HOW THIS WAS EXECUTED THROUGH ASPECTS SUCH AS CATERING, ENTERTAINMENT, DECOR, TECHNOLOGY AND/OR SOCIAL MEDIA INTEGRATION, AND GUEST INTERACTION. SUBMISSIONS SHOULD HIGHLIGHT HOW THE CONCEPT REFLECTED THE MESSAGING AND GOAL OF THE EVENT; THE EVENT'S TOTAL BUDGET MUST BE \$250,000 OR LESS.

BEST FAIR/FESTIVAL

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE FAIR OR FESTIVAL WITH SMART OR UNIQUE IDEAS FOR EVENT DESIGN, BRANDING, MARKETING STRATEGY, PROGRAMMING, AND TECHNOLOGY INTEGRATION. ENTRIES MAY INCLUDE HOW AN ESTABLISHED FAIR OR FESTIVAL WAS REVAMPED OR A CREATIVE CONCEPT FOR AN ENTIRELY NEW EVENT. SUBMISSIONS SHOULD DESCRIBE THE TARGET AUDIENCE AND HIGHLIGHT HOW THE CONCEPT REFLECTED THE MESSAGING AND GOAL OF THE FAIR OR FESTIVAL.

BEST INCENTIVE PROGRAM

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE MOTIVATIONAL EVENT OR OTHER TYPE OF EXPERIENTIAL INCENTIVE PROGRAM. ENTRIES SHOULD HIGHLIGHT HOW THE EFFORT SOUGHT TO IMPROVE EMPLOYEE MORALE, PERFORMANCE, AND RETENTION AND FOSTERED A STRONGER COMPANY CULTURE THROUGH MEANINGFUL INTERACTIONS.

BEST INFLUENCER EVENT

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE EVENT CREATED FOR SOCIAL MEDIA INFLUENCERS. ENTRIES SHOULD DESCRIBE THE CONCEPT, STRATEGY, AND GOALS FOR THE EVENT AS WELL AS THE RESULTS OF THE EVENT, AS MEASURED BY SOCIAL MEDIA REACH OR OTHER METRICS. SUBMISSIONS WILL BE JUDGED ON THE EFFECTIVENESS, CREATIVITY, AND ORIGINALITY OF THE EVENT.

BEST GUERRILLA MARKETING INITIATIVE/MARKETING CAMPAIGN

AWARDED TO THE MOST ORIGINAL AND EFFECTIVE PROMOTION, STUNT, GIVEAWAY, STREET-TEAM INITIATIVE, OR OTHER TYPE OF GUERRILLA MARKETING TO GENERATE SALES, PRESS, OR BUZZ FOR A PRODUCT OR BRAND.

CATEGORIES

BEST NONPROFIT EVENT CONCEPT—BUDGET OVER \$250,000

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE THEME/CONCEPT FOR AN EVENT PLANNED BY OR FOR A NONPROFIT ORGANIZATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT AND SHOULD CLEARLY STATE HOW IT HELPED DRIVE THE FINAL FUND-RAISING OUTCOME, MISSION, AND GOAL OF THE NONPROFIT ORGANIZATION. THE EVENT'S TOTAL BUDGET MUST BE MORE THAN \$250,000.

BEST NONPROFIT EVENT CONCEPT—BUDGET UNDER \$250,000

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE THEME/CONCEPT FOR AN EVENT PLANNED BY OR FOR A NONPROFIT ORGANIZATION. ENTRIES MAY INCLUDE A NEW THEME FOR AN ESTABLISHED ANNUAL EVENT OR A CREATIVE CONCEPT FOR A NEW EVENT AND SHOULD CLEARLY STATE HOW IT HELPED DRIVE THE FINAL FUND-RAISING OUTCOME, MISSION, AND GOAL OF THE NONPROFIT ORGANIZATION. THE EVENT'S TOTAL BUDGET MUST BE \$250,000 OR LESS.

BEST PRODUCT LAUNCH

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE EVENT TO INTRODUCE A NEW PRODUCT/SERVICE OFFERED BY A CORPORATE OR NONPROFIT ENTITY. ENTRIES MUST BE FROM AN IN-PERSON EVENT AND MAY INCLUDE ADDITIONAL CAMPAIGN ELEMENTS SUCH AS CONTENT/COMPETITIONS DEVELOPED FOR SOCIAL MEDIA, DIGITAL, BROADCAST, OR PRINT PLATFORMS. SUBMISSIONS WILL BE JUDGED ON THE EFFECTIVENESS, CREATIVITY, AND ORIGINALITY OF THE LAUNCH CONCEPT AND HOW IT WAS DELIVERED.

BEST SOCIAL EVENT

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE CONCEPT PLANNED FOR A SOCIAL EVENT (E.G. WEDDINGS, BAR/BAT MITZVAHS, ANNIVERSARIES, AND BIRTHDAYS). ENTRIES SHOULD HIGHLIGHT HOW THE PLANNING REFLECTED THE DESIRED DIRECTION FROM THE EVENT'S HOST.

BEST TABLETOP DESIGN

AWARDED FOR OUTSTANDING CREATION OF TABLETOP DESIGN AT A CORPORATE, ASSOCIATION, OR NONPROFIT EVENT. ENTRIES SHOULD DESCRIBE THE ELEMENTS THAT CONTRIBUTED TO THE DESIGN, HIGHLIGHT HOW THEY REFLECTED THE EVENT'S CONCEPT, AND EXPLAIN HOW THEY SUPPORTED THE MESSAGE OF THE EVENT AND/OR ITS HOST. JUDGING IS BASED ON CREATIVITY, EXECUTION, AND ORIGINALITY.

BEST TRADE OR CONSUMER SHOW

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE TRADE SHOW WITH SMART OR UNUSUAL IDEAS FOR EVENT DESIGN, BRANDING, MARKETING STRATEGY, AND CONTENT. ENTRIES MAY INCLUDE HOW AN ESTABLISHED SHOW WAS REVAMPED OR A CREATIVE CONCEPT FOR AN ENTIRELY NEW EXPO. SUBMISSIONS SHOULD HIGHLIGHT HOW THE CONCEPT REFLECTED THE MESSAGING AND GOAL OF THE TRADE SHOW.

CATEGORIES

BEST CATERING AT AN EVENT

AWARDED FOR OUTSTANDING FOOD PREPARATION, PRESENTATION, SERVICE, AND PLANNING. ENTRIES SHOULD INCLUDE MENUS AND MAY INCLUDE INTEGRATION OF FOOD AND DECOR, AS WELL AS WAITSTAFF UNIFORMS, PLACE SETTINGS, AND/OR OTHER PIECES USED TO ENHANCE CATERING AT AN EVENT OR MEETING. SUBMISSIONS SHOULD HIGHLIGHT HOW THESE ELEMENTS WERE ALIGNED WITH THE MESSAGING AND GOAL OF THE EVENT OR MEETING.

BEST EVENT DECOR—BUDGET OVER \$250,000

AWARDED FOR OUTSTANDING CREATION OF AN EFFECTIVE, ATTRACTIVE ENVIRONMENT AT A CORPORATE, ASSOCIATION, OR NONPROFIT EVENT. ENTRIES MAY INCLUDE A MIX OF DECOR, LIGHTING, STAGING, ENTERTAINMENT, TABLETOP ITEMS, SPECIAL EFFECTS, SIGNAGE, OR OTHER ELEMENTS USED TO CREATE VISUALS THAT COMMUNICATED THE MESSAGE OF THE EVENT AND/OR ITS HOST. THE EVENT'S TOTAL BUDGET MUST BE MORE THAN \$250,000.

BEST EVENT DECOR—BUDGET UNDER \$250,000

AWARDED FOR OUTSTANDING CREATION OF AN EFFECTIVE, ATTRACTIVE ENVIRONMENT AT A CORPORATE, ASSOCIATION, OR NONPROFIT EVENT. ENTRIES MAY INCLUDE A MIX OF DECOR, LIGHTING, STAGING, ENTERTAINMENT, TABLETOP ITEMS, SPECIAL EFFECTS, SIGNAGE, OR OTHER ELEMENTS USED TO CREATE VISUALS THAT COMMUNICATED THE MESSAGE OF THE EVENT AND/OR ITS HOST. THE EVENT'S TOTAL BUDGET MUST BE \$250,000 OR LESS.

BEST EVENT LIGHTING DESIGN

AWARDED FOR OUTSTANDING LIGHTING DESIGN, USE OF EQUIPMENT/TECHNOLOGY, AND OVERALL PRODUCTION EXECUTION AT AN EVENT OR MEETING. SUBMISSIONS SHOULD HIGHLIGHT HOW THESE ELEMENTS WERE ALIGNED WITH THE MESSAGING AND GOAL OF THE EVENT OR MEETING. (PLEASE NOTE: SUBMISSIONS FOR THIS CATEGORY SHOULD NOT INCLUDE THOSE SPECIFICALLY FOR USE OF VIDEO PROJECTIONS OR PROJECTION MAPPING; ENTRIES FOR SUCH SHOULD BE MADE IN THE BEST USE OF SPECIAL EFFECTS AT EVENTS CATEGORY.)

BEST EVENT TECHNOLOGY SOLUTION

AWARDED TO THE MOST INNOVATIVE AND EFFECTIVE EVENT TECHNOLOGY SOLUTION, INCLUDING BUT NOT LIMITED TO APPS, AUDIENCE RESPONSE SYSTEMS, MANAGEMENT SYSTEM, OR OTHER INTERACTIVE TECHNOLOGY DESIGNED FOR EVENTS OR MEETINGS. ENTRIES IN THIS CATEGORY SHOULD DEMONSTRATE HOW THE TECHNOLOGY CAN BE USED TO IMPROVE OR ENHANCE THE ATTENDEE EXPERIENCE AND/OR HELP EVENT PLANNERS CREATE EFFECTIVE EVENTS. SUBMISSIONS DO NOT NEED TO BE FROM A SPECIFIC EVENT BUT CAN DESCRIBE HOW THE SOLUTION WAS USED AT A PARTICULAR EVENT.

BEST SPONSOR ACTIVATION AT AN EVENT

AWARDED FOR THE MOST ORIGINAL AND EFFECTIVE ACTIVATION FOR A SPONSOR OF A CONFERENCE, TRADE SHOW, BENEFIT, FESTIVAL, OR OTHER TYPE OF IN-PERSON EVENT, WITH SMART OR UNUSUAL IDEAS FOR EVENT DESIGN, BRANDING, MARKETING STRATEGY, AND CONTENT. ENTRIES MAY INCLUDE A MIX OF ON-SITE INITIATIVES AND OFF-SITE PROMOTIONS, AND SHOULD HIGHLIGHT THE EFFECTIVENESS OF THE ACTIVATION AND HOW IT REFLECTED THE IDENTITY, MESSAGING, AND GOALS OF THE SPONSOR AS WELL AS HOW IT ALIGNED WITH THE OVERALL EVENT.

CATEGORIES

BEST STAGING AND SET DESIGN

AWARDED FOR EXCEPTIONAL DESIGN OF A STAGE OR SET FOR AN AWARD PRESENTATION, CONFERENCE'S GENERAL SESSION, FASHION SHOW, CONCERT, OR OTHER SIMILAR TYPE OF EVENT. ENTRIES SHOULD HIGHLIGHT HOW THE CONSTRUCTION, MATERIALS USED, INTEGRATION OF TECHNOLOGY, SPEAKER INTERACTION, AND/OR OVERALL DESIGN REFLECTED THE MESSAGING, IDENTITY, AND GOALS OF THE EVENT AND/OR HOST ORGANIZATION.

BEST SUSTAINABILITY/CORPORATE SOCIAL RESPONSIBILITY PROGRAM

AWARDED FOR THE INNOVATIVE AND EFFECTIVE USE OF ECO-FRIENDLY OR C.S.R. PRACTICES AT A CORPORATE, ASSOCIATION, OR NONPROFIT EVENT OR MEETING. ENTRIES MAY INCLUDE A MIX OF DECOR, TECHNOLOGY, CATERING, PRODUCTION, AND ANY OTHER PRE- OR POST-EVENT SUSTAINABLE INITIATIVES AND C.S.R. APPLICATIONS (E.G. INVOLVEMENT OR PARTNERSHIPS WITH LOCAL COMMUNITIES/ORGANIZATIONS). ENTRIES SHOULD INCLUDE INFORMATION EXPLAINING THE EFFECTIVENESS OF THE INITIATIVES/PROGRAM AND HOW IT ALIGNED WITH THE EVENT OR MEETING'S OVERALL OBJECTIVES.

BEST TRADE SHOW BOOTH

AWARDED FOR EXCEPTIONAL OR MOST EFFECTIVE BOOTH CREATED FOR A TRADE SHOW. ENTRIES SHOULD HIGHLIGHT HOW THE CONSTRUCTION, MATERIALS USED, INTEGRATION OF TECHNOLOGY, VISITOR EXPERIENCE/INTERACTION, AND/OR OVERALL DESIGN REFLECTED THE ORGANIZATION'S IDENTITY, MESSAGING, AND GOALS.

BEST TEAMBUILDING ACTIVITY

AWARDED FOR THE MOST INNOVATIVE OR EFFECTIVE TEAM BUILDING ACTIVITY DESIGNED FOR GROUPS. ENTRIES SHOULD DESCRIBE WHAT MAKES THE ACTIVITY UNIQUE, HOW IT BRINGS PEOPLE TOGETHER, AND WAYS IT CAN BE CUSTOMIZED OR ADAPTED FOR AN INDIVIDUAL GROUP'S NEEDS. THE ACTIVITY CAN COME FROM A SPECIFIC EVENT, EITHER AS A STANDALONE EXPERIENCE OR PART OF A MEETING OR CONFERENCE, OR BE AN OVERALL SUCCESSFUL TEAM BUILDING CONCEPT.

BEST USE OF EVENT TECHNOLOGY

AWARDED FOR THE EFFECTIVE USE OF NEW TECHNOLOGY TO IMPROVE AN EVENT OR MEETING. ENTRIES MAY INCLUDE EVENTS THAT USED PLANNING SOFTWARE; AUDIENCE RESPONSE SYSTEMS; AUDIOVISUAL, LIGHTING, OR SOUND EQUIPMENT; WEB TOOLS OR APPS; OR OTHER TECHNOLOGY.

BEST USE OF SOCIAL MEDIA FOR AN EVENT OR MEETING

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE USE OR INTEGRATION OF SOCIAL MEDIA PLATFORMS (SUCH AS FACEBOOK, TWITTER, ETC.) TO PROMOTE AN EVENT OR GENERATE SALES OR BUZZ FOR A PRODUCT OR BRAND. ENTRIES SHOULD INCLUDE INFORMATION PROVING HOW THE SOCIAL MEDIA CAMPAIGN WAS EFFECTIVE. (PLEASE NOTE: SUBMISSIONS FOR SOCIAL MEDIA CAMPAIGNS PROMOTING EVENT INDUSTRY COMPANIES WILL NOT BE CONSIDERED IN THIS CATEGORY.)

CATEGORIES

BEST USE OF SPECIAL EFFECTS AT EVENTS

AWARDED FOR THE MOST INNOVATIVE AND EFFECTIVE USE OF SPECIAL EFFECTS AT A MEETING OR EVENT. ENTRIES MAY INCLUDE PYROTECHNICS, THE USE OF WIND/SNOW/FOG MACHINES, VIDEO PROJECTIONS OR PROJECTION MAPPING, AND HOLOGRAMS. SUBMISSIONS MUST HIGHLIGHT HOW THE EFFECT WAS USED TO REFLECT THE EVENT OR MEETING'S MESSAGING OR STYLE OBJECTIVES.

BEST USE OF VIDEO AT AN EVENT

AWARDED FOR AN OUTSTANDING VIDEO/SHORT FILM DEVELOPED AS CONTENT FOR AN EVENT OR MEETING. ENTRIES MAY INCLUDE EDUCATIONAL OR INSTRUCTIONAL VIDEOS, HONOREE TRIBUTES, OR OTHER VIDEOS CREATED FOR A LIVE EVENT. SUBMISSIONS SHOULD BE NO MORE THAN THREE MINUTES IN LENGTH AND CAN BE CUT/EDITED TO MEET THE CRITERIA.

BEST VIDEO CAPTURE OF AN EVENT

AWARDED FOR AN OUTSTANDING VIDEO/SHORT FILM CREATED FROM FOOTAGE OF AN EVENT OR MEETING. ENTRIES SHOULD HIGHLIGHT HOW THE VIDEO CAPTURED THE EVENT'S CONCEPT AND EXECUTION—INCLUDING ELEMENTS LIKE DESIGN, ENTERTAINMENT, LIGHTING, AND TECHNOLOGY. SUBMISSIONS SHOULD BE NO MORE THAN THREE MINUTES IN LENGTH AND CAN BE CUT/EDITED TO MEET THE CRITERIA.

BEST EVENT ENTERTAINMENT ACT

AWARDED FOR AN OUTSTANDING PERFORMANCE OR SERIES OF PERFORMANCES THAT CONTRIBUTED TO THE SUCCESS OF AN EVENT AND HOW IT FIT THE EVENT OR MEETING DESIGN AND CONCEPT. SUBMISSIONS SHOULD HIGHLIGHT HOW THE ENTERTAINMENT ALIGNED WITH THE MESSAGING AND GOAL OF THE EVENT OR MEETING.