

**AUGUST 1-4, 2006** Mandalay Bay Convention Center | Sands Expo | The Venetian

# Announcing The WSA Show Booth Design Awards, August 2006!

Don't miss this opportunity to be acknowledged for all your hard work.

Send us the enclosed submission form today!

## Get the recognition you deserve!



Awards will be presented in the Style Talk Theater in  
Mandalay Bay, at 4:30 p.m. Wednesday August 2, 2006.

WSA will personally invite all registered media to attend.

## 7 AWARD CATEGORIES

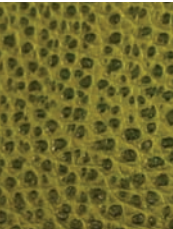
- Best Booth Design Overall
- Best New Booth (more than 800 square feet)
- Best New Booth (less than 800 square feet)
- Best New Booth—International  
(non-U.S. corporate headquarters)
- Most Innovative
- Most Creative use of Booth Space
- Best New Exhibitor Design

## CRITERIA FOR JUDGING\*

- Creativity
- Space planning & booth layout
- Inventive use of materials
- Use of lighting and/or audio-visual
- Presentation of new product launch (if applicable)
- Graphical support of brand image
- POP/product merchandising

\*Booths will be reviewed by an independent panel of judges. Winners in each category will be notified by 3 p.m. Wednesday, August 2.

# The WSA Show Booth Design Awards Submission Form



**Exhibitors: Please complete the information below to be considered for a WSA Show Booth Award. Please fax completed form to WSA Booth Awards, 1.818.379.9410**

Exhibitor: \_\_\_\_\_

Booth #: \_\_\_\_\_ Hall: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Onsite contact name and cell phone number: \_\_\_\_\_

**Please select ONE category: If more than one category is marked category will be decided at random before judging begins.**

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