

ROAR Awards judges and entry requirements released

The Association of African Exhibition Organisers (AAXO) has announced the judges for the inaugural AAXO ROAR Awards and the two sections - exhibitors and exhibition organisers. All entries must be submitted by the deadline of 2 December 2016.



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The ROAR Organiser and Exhibitor Awards will be hosted in partnership with EXSA and the Exhibition Industry Awards, on 26 January 2017, uniting the industry for what promises to be a spectacular event that celebrates the entire South African exhibition and organising community.

For the exhibitor award section of this event, the judges are Wedding Group's Amanda Cunningham, On Show Solutions' Amanda Margison, Leatitia van Straten from Specialised, Dee Reuvers from SA Confex and Projeni Pather, md at Exposure Marketing.

For the organiser award section, the judges are Martin Hiller, editor of Meetings and The MICE Planner at 3S Media, Kim Gentle from Gentle Trends, Dirk Elzinga, MD of CIC Consulting, Martin Snoek from Marketing Services and Communications Consultants and Clinton Soutter, Franke South Africa's national sales manager.

Categories and guidelines

Entries will be accepted from five categories, including Trade Exhibition, Trade and Consumer Exhibition, Consumer Exhibition, Confex and Table Top Exhibition.

ROAR Organiser Awards entry guidelines:

- It is compulsory that all entrants are members of AAXO
- All AAXO approved companies who have organised an exhibition in Africa during 2016 are eligible to submit entries

into the AAXO ROAR Awards

- Companies may submit more than one entry as long as the exhibition was held in the year 2016
- ABC AUDIT certificates must be in process for each entry and available by 17 January 2017
- All outstanding AAXO invoices must be settled in full

ROAR Exhibitor Awards entry requirements:

- All business enterprises, stand builders, public relation consultancies, advertising agencies, activation agencies and government bodies who have participated in an exhibition in Africa in 2016 are eligible to submit entries into the AAXO exhibitor awards.
- Agencies, business enterprises and stand builders may submit entries on behalf of or together with their clients.
- Entrants may submit more than one entry as long as the exhibitor activation was in the year 2016.
- Entrants do not have to be members of AAXO to participate – it is open to all interested parties.

Focusing on exhibitors

Including exhibitors in these awards was a focus point for AAXO.

“Previously, stands were judged only on the design and construction and awards were only given to the stand builders, without exhibitors even being invited to the industry awards despite the fact that they drive business in the industry. AAXO Exhibitor Awards are groundbreaking in that it puts the exhibitor on a pedestal. Without them, there are no stands to build and there will not be any exhibitions.

“ROAR applies to them too: respect for their participation, opportunities to grow their businesses, achievements, acknowledging their success, responsibility, taking responsibility for their safe practice and participation in exhibitions,” explains AAXO Chairperson Carol Weaving.

Training events coincide with awards event

To accommodate out of town participants, AAXO will be hosting the following training events to coincide with the awards:

- Two-day course on Safe Management at Events and Exhibitions (running on 23 and 24 January and again on 26 and 27 January 2017)
- One-day course on Directing Safely at Events and Exhibitions on Wednesday 25 January 2017

For more information, go to www.aaxo.co.za.

For more, visit: <https://www.bizcommunity.com>