



## Selfie Tag Contest Guidelines

### Overview

The WAAIME Division launched its Selfie Tag Contest in 2019 and has been doing it annually ever since. The Contest is designed to draw students into the Exhibit Hall at the SME Annual Conference & Expo and to offer exhibitors additional business exposure from the future leaders of our industry (our students) by volunteering to participate in and sponsor the game. The exhibitor groups provide WAAIME with clues about their businesses which are provided to the students. When the Exhibit Hall opens, the students must figure out which company is associated with each of the clues. The teams figure out who the exhibitors are and take a selfie photo at their booth showing the exhibitor's name/logo. Teams that get the greatest number of clues correct in the least amount of time win. Winning teams are awarded cash prizes which are given out at the Student Networking Reception on Monday evening of the SME Annual Conference & Expo.

### Identifying Contest Exhibitors

SME's WAAIME Staff Liaison coordinates the solicitation of companies that have reserved a booth in the Exhibit Hall to sponsor the Contest. Typically, a letter is sent to candidate exhibitors explaining how the Contest works, the prizes that are given out to the winning student teams, the recognition that exhibitors will receive for participating, and the dollar amount requested to cover the cost of the student prizes. Exhibitors that volunteer for the Contest are selected based on their level of interest, diversity of services/supplies provided, and continuing interest in the Contest (if not selected in previous years).

Sponsoring exhibitors can prepare their own clues, or if they prefer, can work with WAAIME volunteers to help develop their clues. Examples of Selfie Tag Contest clues are presented in Figure 1.

### Contest Rules

During the Contest, there does not have to be interaction between the sponsoring exhibitor's booth staff and the students if such interaction interferes with business discussions. But such interaction is highly encouraged as there will definitely be an increase in foot traffic at the participating booths and the students are keen to grow their networks within the industry. Once the students pair a clue with a company, they must take a selfie photo of the company name and logo, and preferably with some of the company representatives. And, of course, keep in mind that those students will be the future buyers of the exhibitor's wares or services.



The rules of the Selfie Tag Contest are as follows:

1. Form a team of four students per team.
2. Elect a team captain.
3. Name the team.
4. Team members may all be from the same school or from different schools but may not be on more than one team.
5. Register to compete in the Contest by text or email, including the team's name, school affiliation(s), team member names, and team captain name.
6. Team captains are provided with the list of exhibitor clues and the phone number to which texts can be received.
7. Each team must follow the clues and align them with an exhibitor and then take a selfie photo showing the exhibitor's name and logo for each clue.
8. Team captains must text the team's name and selfie photos to the text number provided.
9. Teams may split up to align the clues with the exhibitors, but extra points are awarded when all team members are in every selfie photo.
10. Each team is allowed to ask for one extra clue if needed.
  - a. Extra clues are provided only to the team requesting the clue; they are not shared with all teams participating in the contest.

The Selfie Tag Contest Chair is responsible to:

1. Work with the SME WAAIME Staff Liaison to Identify and recruit 10 exhibiting companies to participate in the Selfie Tag Contest.
2. Assist the exhibiting companies in developing appropriate clues about their businesses if needed.
3. Be available during the Sunday afternoon exhibit hall hours of the SME Annual Conference & Exhibit to welcome additional student teams into the Contest, explain how the Contest works, obtain contact information for new team captains, and answer any questions that students may have about the Contest.
4. Timely respond to student teams requesting an additional clue (only one clue per team is allowed).
5. Receive texts from student teams that have aligned the clues provided with the correct exhibitor companies.
6. Tabulate which teams got the most correct answers in the least amount of time and determine which teams receive the first, second, third and fourth place awards.

Awards are based on the order of finish and those who score the most points. Ties are decided by a blind draw.



The Selfie Tag Contest timeline is as follows:

- The game opens at 3P on Sunday afternoon and closes at 4P on Monday afternoon.
- The students must have texted their clue solutions to the Selfie Tag Contest Chair by 4P on Monday afternoon.
- The Selfie Tag Contest Chair scores the final context results by or before 5P on Monday afternoon.
- The winners of the Selfie Tag Contest are announced at the Student Networking Reception, usually held from 5P to 7P on Monday. Awards are presented to the Contest winners at the Student Networking Reception and Contest winners must be present to receive their prize.

Cash prizes have been given in the past, with \$500, \$300, \$200, and \$100 for the first, second, third and fourth place teams respectively. Again, these prizes are awarded at the WAAIME Student Networking Reception on Monday evening and team members must be present to win.



### **SELFIE TAG CONTEST CLUE EXAMPLES**

1. I am a 125-year-old Danish fella, decorated in blue and white. My name starts with the abbreviation of the sunshine state. I am Productivity Provider #1, and I deliver market-leading engineering, equipment and service solutions.
2. I am a 22-year-old based out of Nevada. I am an analytical service, and I provide data for environmental solutions.
3. I come from a country in Northern Europe that is known for Sauna and Santa Claus. My products are painted white, only sometimes black. My company tag line embraces the products to take you further and faster.
4. Born in 1880 Belgium, we are the world market and technology leader in steel wire transformation. We developed steel fiber and every year reinforce over 13 million cubic yards of concrete. You can find our steel tire cord products in 1 out of every 3 tires worldwide. Our steel wire ropes are trusted globally in a broad range of underground and surface mining applications.
5. Our Reno office opened in 2022. We've been providing support to national and international mining clients for more than 60 years. Against what our name might suggest, we don't have happy hour every day.
6. A little birdie told ME that our blue and white banner is a FIT-ting icon of our commitment to provide our customers in the gold, copper, and iron industries with highly charged, value-added products and services.
7. Our name says exactly what we do, but we're best known by our 3-letter acronym. Our enhanced connectivity delves deep where other signals often falter.
8. I am named for a small town in Central PA and utilize high G's to generate high G's.
9. I am Swiss, but you can find me in almost every continent. My name starts with the symbol of a chemical element, and my first two letters are the symbol of yet another chemical element, so chemicals are my thing. I am a major supplier of reagents for flotation, including collectors, frothers and depressants.
10. We are an industrial coatings company that has been in business for 30 years. We specialize in lining tanks, mill equipment, and even shafts. Our top of the line polyurea coating can extend the life of anything it's sprayed on. No project is too custom for us!

*Figure 1 - Examples of Selfie Tag Contest Clues*