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Custom Medallions Take Top Prize at North Georgia Transportation Expo

Cincinnati, OH – There are many car shows – displaying everything from restored antiques to more modern muscle cars to custom rides. But there are not many shows that combine both cars *and* airplanes. So when Gene Shayer, organizer of the North Georgia Transportation Expo, searched for prizes and mementos for participants, he wanted something that would be as unique as the venue itself. Custom medallions fit the bill on all accounts.

Shayer has been around car shows a long time – and air shows since 2005. And for much of that time he awarded the industry standard to those entrants whose cars finished at the top of their categories – trophies. But he was never terribly comfortable with the trophies. “The trophies were the kind that should be hidden away in a closet” recalls Shayer, “you’d be embarrassed to be giving them away.”

But since everyone did it, and there was no real alternative, Shayer followed suit. Then his daughter, who works with promotional products, introduced him to the concept of custom medallions.

“The medallions are three inches in diameter” says Shayer. “We have the North Georgia Transportation Logo on the front and the back is engraved with the car class and finishing place.”

Air show participants get an even more unique prize for their efforts. Shayer had 5x7” plaques made with a cutout into which the medallion nests. Beneath the medallion is a plate engraved with the air show dates and award category.

“Everybody loves them – the feedback has been great” recalls Shayer. Doubtless these will not find their way into any closets or attics!

The medallions were minted by Osborne Coinage Company, a private mint in Cincinnati. Osborne offers 2 versions – Shayer opted for the thicker one which gives a three dimensional feel to the medallion.

In addition to the “WOW” factor inherent with a unique award, Shayer is also excited about the minimum order quantity. If you do the math for the 16 classes of cars and trucks, with 3 awards for each class, and 47 airplane mementos, not a lot of prizes are needed. He was able to purchase just 100 of the medallions – a quantity unheard of for the minting of custom coins.

“For what we paid for the medallions, we’d have had some really cheesy trophies” Shayer chuckled when asked to compare the medallions to other awards he’s used. The entire process took just 4-5 weeks from the initial design until the medallions were delivered.

Although the North Georgia Transportation Expo took 2009 off, they’ll be back in full force in 2010. This year’s event will be held from April 30 through May 2 at the Atlanta Motor Speedway, adjacent to Hartsfield International Airport – and future site of a proposed aircraft museum.

“This is the first fundraiser for this museum” says Shayer, who is understandably excited to be a part of the program. They are hoping to draw 50,000 to 60,000 people for the 2-day event. And when the last classic cruiser has been hauled away, and the “oohs” and “ahhs” from the air show have faded, the attendees will be left with great memories. And the participants will have awesome medallions to remember the event.

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About Osborne Coinage:

Established in 1835, Osborne Coinage is America’s oldest private mint. They produce high quality custom minted coins, medallions, and key chains in aluminum, Goldine®, nickel-silver, bronze, and even fine silver and solid gold. For more information on using custom coins, medallions or key chains for commemoration, promotional purposes or as advertising specialties, visit www.osbornecoin.com or contact Osborne Coinage Co., at (866) 274-0868, or via mail to Osborne Coinage Co., 2851 Massachusetts Avenue, Cincinnati, OH 45225.