

ISSA Show North America 2021

Innovation Awards Program Rules & Regulations

ELIGIBILITY

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To participate in the Innovation Awards Program, participants must exhibit in a booth at the live event in Las Vegas or within a digital booth package in the ISSA Show North America, November 16 - 18, 2021.

APPLICATION TERMS

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Exhibitor understands that submission of a signed Innovation Awards Program Application and fees is only an offer to enter into an agreement. Show Management shall indicate acceptance by providing the exhibitor with written notification of such acceptance by e-mail at which time a binding contract shall be drawn and signed. Show Management reserves the right to make changes to the exhibitor's Innovation Awards Program submission if deemed advisable in the best interests of the Innovation Awards Program at the sole discretion of Show Management. Past Innovation Awards Product Submissions from 2010-2020 are not eligible to participate in Industry Product Leader Package program, which reserves the right of Show Management to accept or reject upon discretion.

INNOVATION PACKAGES, PRICING AND BENEFITS

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Digital Product Showcase Package - \$3,000

Showcase your featured product and/or service to the global cleaning industry by participating in the Digital Product Showcase program and Industry Choice Awards. Benefits include:

- Featured product and/or service showcased on ISSA Show Website, June 1 – December 31, 2021
- Product featured in the Print/Digital Show Preview Guide through ISSA's 3 Media Brands – CMM, ISSAToday and Cleanfax
- Extensive Media Exposure Throughout all ISSA Media Channels including Social Media
- Registered ISSA Show Digital Planners may vote for Industry Choice Awards
- Coverage in industry publications, in the pre/post-Show attendee follow-up emails and pre/post-Show press releases
- Product mention in Innovation Insight Newsletter Program

Industry Product Leader Package - \$6,000

Program participants receive all the above listed benefits of the Digital Product Showcase Program and Industry Choice Awards package, in addition to the following benefits:

- Onsite product display in the Innovation Showcase at ISSA Show North America
- 15-minute onsite product demonstration or recorded digital product demonstration
- Participant provides 1-minute video describing why product is Innovative to the industry.
- Access to in-person and digital leads
- Product featured in the Print and Digital Official Exhibit Directory
- One company representative may work product showcase within the Innovation Showcase during expo hours
- Participant supplies spotlight Social Media post to promote entry
- Product entry included in the ISSA.com weekly showcase

PROGRAM AWARDS

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Participating companies are eligible to win the following awards within the following packages.

Digital Product Showcase Package

Voting begins June 1, 2021 and closes October 31, 2021. Winners will be announced November 4, 2021

Featured Products and Services in this package are eligible to win the following awards:

- *Distributor Choice Award (1)*
Distributors may vote for products and services that have made a significant impact in the industry.
- *Residential Cleaning Choice Award (1)*
Residential Cleaners may vote for products and services that have made a significant impact in the industry.
- *Manufacturer Representative Choice Award (1)*
Manufacturer Representative community may vote for products and services that have made a significant impact in the industry
- *Facility Service Provider Choice Award (1)*
Building service contractors and In-house service providers may vote for products and services that have made a significant impact in the industry.

Industry Product Leader Package

Voting begins June 1, 2021 and closes October 31, 2021.

Featured Products and Services in this package are eligible to win one the following awards:

- 1 of 5 Innovation of the Year Honoree Awards, announced November 15, 2021
- Innovation of the Year Award, announced November 18, 2021

VOTING CRITERIA & QUALIFICATIONS BY PROGRAM

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Digital Product Showcase Package

Votes will be tallied by Show Management of all votes cast by attendees for the product.

- Attendees will log onto www.issashow.com/vote to cast their vote
- Voters must hold or create a My Show Planner account
- Qualified votes include distributors, wholesalers, building service contractors, in-house service providers and manufacturer representatives, as defined by ISSA Show North America
- Any votes cast by employees of manufacturing companies will be disqualified
- Voters may only submit one (1) vote per product
- Companies participating in the Innovation Awards (“Participants”) may encourage others to vote for his/her entry, but Participants and others are expressly prohibited from soliciting or obtaining votes by fraudulent or other inappropriate means, which includes, without limitation, offering prizes, payments, reciprocal votes or other inducements of any kind, or participating in voting boards, voting exchanges, voting swaps or any means that seeks to deviate from or otherwise subvert the Voting Guidelines or otherwise unfairly affect the outcome of the Innovation Awards, all of which shall be determined by Show Management in its sole discretion.
- Show Management monitors all voting to ensure the integrity of the Innovation Awards. Any voting that deviates from the voting guidelines described above will be disqualified at Show Management’s sole discretion.

Industry Product Leader Package

The Innovation of the Year Award and Honorees will be determined in combination by the votes tallied by registered ISSA Show Planners (40%) and a panel of judge evaluation (60%).

- Attendees will log onto www.issashow.com/vote to cast their vote
- Voters must hold or create a My Show Planner account
- Qualified votes include distributors, wholesalers, building service contractors, in-house service providers and manufacturer representatives, as defined by ISSA Show North America
- Any votes cast by employees of manufacturing companies will be disqualified and not counted
- Voters may only submit one (1) vote per product
- Companies participating in the Innovation Awards (“Participants”) may encourage others to vote for his/her entry, but Participants and others are expressly prohibited from soliciting or obtaining votes by fraudulent or other inappropriate means, which includes, without limitation, offering prizes, payments, reciprocal votes or other inducements of any kind, or participating in voting boards, voting exchanges, voting swaps or any means that seeks to deviate from or otherwise subvert the Voting Guidelines or otherwise unfairly affect the outcome of the Innovation Awards, all of which shall be determined by Show Management in its sole discretion.
- Show Management monitors all voting to ensure the integrity of the Innovation Awards. Any voting that deviates from the voting guidelines described above will be disqualified at Show Management’s sole discretion.

Judge Selection & Voting Processes (applicable only to Industry Product Leader Package)

A panel of judges will be selected by Show Management and will represent all qualified voting classes. Judges are provided a grading grid to critique products from which Show Management will consolidate and average each score.

Judging Criteria:

- Impactful
- Practical
- Sustainable
- Profitable & Cost-Effective
- Originality

The judges will grade the criteria on a 1-10 scale as follows:

- A score of 10 is considered as the highest innovation quality and relevance; considered for Innovation of the Year Award
- A score between 7-9 is considered as of high innovative quality and relevance; would suggest for Innovation of the Year Award
- A score between 4-6 is considered as of reasonable innovation quality and relevance; potentially consider for Innovation of the Year Award
- A score of 3 or less is considered as of low innovative quality and relevance; should not be qualified for the Innovation of the Year Award

ONLINE MATERIAL SPECIFICATIONS

TBD

PRINT MATERIAL SPECIFICATIONS

TBD

SHIPPING PRODUCT TO SHOW SITE

Participants in the Industry Leader Package will be able to ship and have their product displayed within the Innovation Showcase during the event dates of November 16 – 18, 2021. Participants will be able to ship their product direct to the Las Vegas Convention Center or ship it advanced to their warehouse for holding. **Sent e-mail to AH & JF**

ONSITE PRODUCT PLACEMENT

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For entries within the Industry Leader Package who choose to display their product within the Innovation Showcase during the event dates of November 16 – 18, 2021, Show Management will determine product placement within the booth in a manner that will not be near direct competition of similar product.

MILESTONE DATES & DEADLINES

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ISSA INNOVATION PROGRAM 2021 KEY DATES & DEADLINES	
January 1 – November 14	Call for Entries
May 31	Submit Online Material for Voting
June 1	Voting Begins
October 31	Voting Closes
November 1	Ship Product to Convention Center
November 4	Digital Product Showcase Winners Announced
November 15	Innovation of the Year Honoree Awards Announced
November 16	Onsite Voting for Innovation of the Year Award Begins
November 18	Onsite Voting for Innovation of the Year Award Closes
November 18	Innovation of the Year Award Announced Onsite