



2018 Product Innovation Award Nomination Guidelines

Deadline: Entries Accepted Until June 22, 2018

IBWA's Product Innovation Award celebrates the creativity and ingenuity found in the bottled water industry. Up to four awards will be presented based on company classification. (See details below.) IBWA's Product Innovation Award winners will be announced during IBWA's General Session at the **2018 IBWA Business Conference and Trade Show at the Hyatt Regency in New Orleans, November 12-15, 2018.**

General Rules

IBWA strongly encourages all IBWA supplier members (in good standing) to participate in the Product Innovation Award program. Any product created between June 2013 and June 2018 is eligible.

To enter, provide a **500-word (maximum) narrative or a 3-minute (or less) video** describing your company's innovative product. The judging panel will use the following criteria when reviewing all entries:

- Is the product genuinely innovative?
- Does it introduce a new concept?
- Does it introduce a new technology?
- Does it offer added value to the bottled water industry?
- Has the product had a positive impact on the bottled water industry?
- Does the product improve bottler or consumer convenience and usability?
- Can the supplier justify/support all claims made about the product?

Companies are encouraged to provide supplemental materials for review along with the written or video narrative. Examples of such materials include the actual product, photos, newspaper or magazine clippings, print materials (sales brochures, etc.), videos, links to local and national news coverage, etc.

Company Size

Company entries are divided into four size classifications (based on gross sales for the year ending December 2017, computed in U.S. dollars):

- **Level I Company:** Sales less than \$500,000
- **Level II Company:** Sales between \$500,001 and \$2 million
- **Level III Company:** Sales between \$2.1 million and \$8 million
- **Level IV Company:** Sales above \$8.1 million

How Many Entries Are Permitted

IBWA supplier members are encouraged to submit one (1) entry.

Video Option

In place of the brief written narrative describing the nominated product, you may provide a 3-minute (or less) video describing why the product is deserving of IBWA's Product Innovation award. Provide the video to IBWA in either .mov or .mp4 formats. Videos can be emailed to shicks@bottledwater.org. *(Note: Email attachments larger than 10 MB are not accepted by IBWA's office Outlook email system. You may have to use a service such as Hightail.com to email the file.)*

Entry Fee and Deadline

There are no entry fees for IBWA's award program. All entries and supplemental materials must be received at IBWA headquarters by **June 22, 2018**.

Submit Entries

Submit entries two ways:

- Via email to Sabrina Hicks: shicks@bottledwater.org
- Via mail to IBWA headquarters:

2018 IBWA Product Innovation Award
IBWA
1700 Diagonal Road
Suite 650
Alexandria, VA 22314

Company Name: _____

Submitted By/Title: _____

Email Address: _____

Address: _____

City: _____ State: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____