



New This Year!

2016 Product Innovation Award Nomination Guidelines

Deadline: Entries Accepted Until June 24, 2016

In 2016, IBWA adds a Product Innovation Award into its Awards Program lineup. The Product Innovation Award celebrates the creativity and ingenuity found in the bottled water industry. Up to two 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 **2016 IBWA Business Conference and Trade Show at the Gaylord Opryland Hotel in Nashville, Tennessee, November 7-11, 2016.**

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 2011 and June 2016 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

[select one] Company entries are divided into two size classifications (based on gross sales for the year ending December 2015, computed in U.S. dollars). Please check the box below that defines the gross sales for your Supplier nominee. *If you do not know this information, please do not check a box. An IBWA representative will verify your Supplier nominee's gross sales information when we receive your nomination form.*

- Level I Company:** Sales between \$0 and \$2 million
- Level II Company:** Sales above \$2 million

How Many Entries Are Permitted

IBWA supplier members are encouraged to submit one (1) entry. Any product created between June 2011 and June 2016 is eligible.

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 24, 2016**.

Submit Entries

Submit entries two ways:

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

2016 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: _____