

IAAPA Brass Ring Awards: Best New Product Exhibitor Award

DEADLINE: AUGUST 1, 2013



2013 Brass Ring
Best New Product



The IAAPA Brass Ring Awards: Best New Product Exhibitor Awards competition recognizes the best new product or service in the amusement parks and attractions industry.

Eligibility

1. Must be a member of IAAPA and exhibiting at the IAAPA Attractions Expo 2013.
2. **The Impact Award** is awarded to a winner of one of the categories in the Best New Product Exhibitor Awards that, in the opinion of the appointed judges, had or will have the most impact on the amusement parks and attractions industry.
3. All product entries must have been operating in a park or facility beginning after August 10, 2012 and before August 1, 2013. All entries will be verified.
4. The product or service must not have been eligible for consideration for a Best New Product Exhibitor Award during IAAPA Attractions Expo 2012.
5. An improved or updated version of an existing product is eligible for entry as a new product, if it meets the above criteria. If a product is an update of an existing product, all factors that distinguish new product from previous edition must be noted in the application.
6. Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards.

Entry Procedures

1. Entries are limited to two (2) products, per exhibitor, and each product may only be entered into one (1) category. Two (2) separate products may be entered into one (1) category.
2. Each entry must include a fully completed application no later than August 1, 2013.
3. Each entry should include up to two (2) materials per entry, fully explaining all features and benefits of the product to the user. Materials such as brochures, flyers, photographs, or artwork are accepted and encouraged. Files must be submitted in PDF format with the online entry or mailed to 2013 IAAPA Exhibitor Awards, 1448 Duke Street, Alexandria, VA 22314, USA no later than August 1, 2013.
4. A signature or check-box on the application must be included to release authorization. All entries and materials submitted may be reproduced by IAAPA and all entries become the property of IAAPA and will not be returned.
5. There is no cost to submit an entry.
6. The deadline is August 1, 2013.

Judging

1. A panel of judges comprised of IAAPA facility members will evaluate all entries.
2. The decisions of the judges are final.
3. Some pre-judging will be completed prior to IAAPA Attractions Expo 2013. Final judging for Best New Product Exhibitor Awards and the Impact Award will be completed during IAAPA Attractions Expo 2013.
4. A company representative must be available to answer judges' questions as necessary on Tuesday, November 19, 2013 from 10:00 a.m. – 5:00 p.m.
5. Each category will be awarded a winner unless the judges feel that none of the entries submitted deserve special recognition. Honorable Mention awards have been eliminated.
6. The judges reserve the right to reassign entry categories if they consider another category more appropriate.
7. Awards will be distributed to the winners booths between 4:00 – 6:00 p.m., Tuesday, November 19, 2013.
8. Award category winners will be displayed on the Awards display by 12:00 p.m., Wednesday, November 20, 2013. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m., Tuesday, November 19, 2013.
9. The Impact Award winner will be announced and presented at the Brass Rings Awards Ceremony, Wednesday, November 20, 2013. All category winners are encouraged to attend the ceremony.

Judging Criteria

- Benefit of the product or service to the prospective buyer.
- Originality or uniqueness of the product or service.
- Quality of the products or service's design and construction.

If you have any additional questions regarding the IAAPA Exhibitor Awards Program, please contact:

Bob Logan, Chairman, Exhibitor Awards Committee: +1 281/881-4586 • blogan1222@yahoo.com or
Stacey Mills, CMP, IAAPA, Director, Conference and Trade Show Operations: +1 703/299-5745 • smills@IAAPA.org

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Categories

CATEGORY ONE: MAJOR THEME/AMUSEMENT PARK RIDE

This award is for new products designed primarily for major rides or attractions in theme parks or amusement parks.

CATEGORY TWO: KIDDIE RIDE/ATTRACTIONS

This award is for new products that are designed primarily as kiddie rides or for kiddie attractions in theme parks, amusement parks or family entertainment centers.

CATEGORY THREE: WATERPARK RIDE/ATTRACTION

This award is for new products that are designed primarily for rides or attractions in waterpark or water activity areas in theme parks, amusement parks or family entertainment centers.

CATEGORY FOUR: FAMILY ENTERTAINMENT CENTER RIDE/ ATTRACTION

This award is for new products that are designed primarily for rides or attractions in family entertainment centers.

CATEGORY FIVE: COIN-OPERATED KIDDIE RIDES

This award is for the best new coin-operated kiddie rides. To be eligible for this award, the product must collect the fee automatically, with no attendant required.

CATEGORY SIX: TECHNOLOGY APPLIED TO AMUSEMENTS

This award is for new products that demonstrate the application of a technology that has not previously been used for the same function that the technology accomplishes in the new product. New products in Revenue and Admission Control/Wristbands/Rfid Technology should be entered in Category Ten.

CATEGORY SEVEN: FOOD SERVICES

This award is for food products, services, food equipment and suppliers.

CATEGORY EIGHT: GAMES & MERCHANDISE

This award is for best new games products and best new products that are designed to be sold in merchandising operations, given away or used in promotions. This category includes the areas of games, merchandising, prizes for games, novelties, souvenirs, hats, shirts and balloons. *Coin-operated machines are not eligible for this category.*

CATEGORY NINE: COIN-OPERATED ARCADE AND REDEMPTION EQUIPMENT

This award is for the best new arcade or redemption equipment. To be eligible for this award, the product must collect the fee automatically, with no attendant required.

CATEGORY TEN: REVENUE & ADMISSION CONTROL/ WRISTBANDS/RFID TECHNOLOGY

This award is for the best new revenue and admission control products, wristbands and RFID Technology. To be eligible for this award, the product must be specifically related to revenue and admission control or RFID Technology procedures in an amusement facility.

CATEGORY ELEVEN: SHOW PRODUCTION & ENTERTAINMENT/ DISPLAYS & SETS

This award is for the best new show production and entertainment related services and suppliers of these services. This category includes show producers, directors, choreographers, costumes, lighting and sound systems, staging, theatrical equipment and supplies, displays and sets, and suppliers of displays and sets. Also included in this category are fireworks, flags and banners, signs, scenery/sets, buildings and facades.

CATEGORY TWELVE: THEMED EXHIBIT DESIGN FOR ZOOS, AQUARIUMS, AND MUSEUMS

This award is for the best new theming or design of an exhibit or attraction at a zoo, aquarium, or museum.

CATEGORY THIRTEEN: SERVICES, EQUIPMENT & SUPPLIES

This award is for the best new amusement related services, equipment and suppliers of equipment/services. Included in this category are consultants, amusement park builders/designers, insurance, publications, trade associations, advertising, promotion and public relations. This award encompasses supplies and accessory equipment such as: uniforms, canvas items, strollers, film, computer systems, cables, batteries, lights, and all other supplies and equipment not included in another award category. *Amusement devices are not eligible for these awards.*

IMPACT AWARD

The Impact Award is awarded to a winner of one of the Best New Product categories in the Best New Product or Service Awards that, in the opinion of the appointed judges, had or will have the most impact on the amusement parks and attractions industry.

If you have any additional questions regarding the IAAPA Exhibitor Awards Program, please contact:

Bob Logan, Chairman, Exhibitor Awards Committee: +1 281/881-4586 • blogan1222@yahoo.com or
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Application

■ Contact Information:

Exhibiting Company: _____

Booth Number: _____

Contact Person for Application: _____

Telephone: _____ E-mail: _____

Contact Person On-Site at IAAPA Attractions Expo 2013: _____

Signature (Authorizes IAAPA to reproduce materials as needed): _____

One Best New Product Award and one Honorable Mention Award will be available for each category below:

- | | | |
|--|--|--|
| 1. Major Theme/Amusement Park Ride | 6. Technology Applied to Amusements & Sets | 11. Show Production & Entertainment/Displays & Sets |
| 2. Kiddie Ride/Attraction | 7. Food Service | 12. Themed Exhibit Design for Zoos, Aquariums, and Museums |
| 3. Waterpark Ride/Attraction | 8. Games and Merchandise | 13. Services, Equipment & Supplies |
| 4. Family Entertainment Center Ride/Attraction | 9. Coin-Operated Skill Game/Redemption Game | |
| 5. Coin-Operated Kiddie Ride | 10. Revenue & Admission Control/Wristbands/RFID Technology | |

■ Product Information:

Product Category # (from list above): _____

Name of Product or Service: _____

Park(s) or Facility(ies) Using Product or Service (one is required, two is optional): _____

Park/Facility Contact Name(s): _____

Park/Facility Contact Phone: _____

Park/Facility Contact E-mail Address(es): _____

Date product or service first in use at park/facility*: _____

Special or Innovative Features: _____

**Please note: if product is an update of an existing product, all factors that distinguish new product from previous edition must be noted below for consideration.*

■ Instructions:

Please submit the following with your application:

- Up to two (2) marketing collateral to support your entry.

Send your application and attachments to:

E-mail: exhibitors@IAAPA.org

Mail: Exhibitor Awards, IAAPA, 1448 Duke Street, Alexandria, VA 22314, USA

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