

**Orlando, FL**

Conference: Nov. 15 – 18, 2021  
Trade Show: Nov. 16 – 19, 2021

[www.IAAPA.org/IAAPAE expo](http://www.IAAPA.org/IAAPAE expo)



The Global Attractions Industry's Premier Event

## **IAAPA BRASS RING AWARDS: EXHIBITOR AWARDS**

### **Recognizing the Best New Product or Service in the Attractions Industry and the Best Exhibit Booth at IAAPA Expo**

#### **WHAT IS THE PURPOSE?**

- ☆ To recognize outstanding new products and services developed by IAAPA's manufacturer and supplier members operating in an attraction.
- ☆ To recognize the best booths at IAAPA Expo based on booth design, branding, staffing, and overall appeal.

#### **WHO IS ELIGIBLE?**

- ☆ Members of IAAPA that are exhibiting at IAAPA Expo.
- ☆ Those that meet the award criteria as outlined on the following pages.

#### **HOW DO I WIN?**

- ☆ A panel of judges comprised of IAAPA facility members, will evaluate all entries and select the winners in several Best New Product and Best Exhibit categories, see the following pages.

#### **WHAT ARE THE BENEFITS TO WINNING COMPANIES?**

- ☆ Receive a prestigious award to display in your facility.
- ☆ Listing on the Awards Winners display during IAAPA Expo.
- ☆ Printed in the *Show Daily* tabloid-size magazine during IAAPA Expo.
- ☆ Acknowledged during the GM & Owner's Breakfast
- ☆ Identified in press releases issued to industry trade publications.
- ☆ Printed in a future issue of IAAPA's Funworld magazine.
- ☆ Posted on the IAAPA website.
- ☆ Given the IAAPA Brass Ring Award Winner logo to be used on your website or advertising materials.

It's free to enter and win! [\*\*APPLY ONLINE NOW!\*\*](#)

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

#### ELIGIBILITY

1. Must be a member of IAAPA and exhibiting at the IAAPA Expo 2021.
2. All product entries (except those for the Best New Product Concept award) must have been **operating** in a park or facility not owned by the exhibitor, between August 18, 2019 and August 15, 2021. All entries will be verified.
3. The product or service must not have been eligible for consideration for a Best New Product Exhibitor Award during the previous IAAPA Expo unless it was a Best New Product Concept applicant or winner.
4. 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.
5. 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) new products, per exhibitor, and each product may only be entered into one (1) new product category. Two (2) separate new products may be entered into one (1) category. Only one (1) product can be entered in the Best New Product Concept category.
2. Entries are per exhibiting company.
3. Each entry must include a fully completed [online application](#) no later than the deadline.
4. 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. Web link or video files are also encouraged. All information must be submitted with the online application no later than the deadline.
5. All entries and materials submitted may be reproduced by IAAPA and all entries become the property of IAAPA and will not be returned.
6. All information submitted is confidential and will not be shared outside of the committee members.
7. There is no cost to submit an entry.
8. **The deadline is August 15, 2021.**

#### JUDGING

1. A panel of 3-5 judges comprised of IAAPA facility members will evaluate all entries pre-show and will recommend the winner(s) to the rest of the committee.
2. The judges reserve the right to reassign entry categories if they consider another category more appropriate.
3. The entire Exhibitor Awards Committee members will vote on first and second place winners (as applicable) during IAAPA Expo.
4. In most cases there is no on-site judging so please be sure your application is complete.
5. Each category will be awarded first and second place (at the discretion of the judges based on award criteria). If the judges vote that none of applications submitted meet the judging criteria, no winners will be awarded.
6. The Impact Award winner will be selected by the committee on-site. It is awarded to a winner of one of category 1-11 in the Best New Product Exhibitor Awards that, in the opinion of the judges, had or will have the most impact on the amusement parks and attractions industry.
7. The decisions of the judges are final.
8. All awards will be distributed to the winner's booths by 6:00 p.m. on the first day of the trade show. Please have the appropriate representative(s) in your booth during this time for presentation/photo with the award.

9. All award winners will be displayed on the Awards display after the conclusion of the GM & Owners Breakfast on Wednesday. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m. on the first day of the trade show.
10. Winners will be acknowledged at the GM & Owner's Breakfast on Wednesday.

## **JUDGING CRITERIA**

- Verification received/level of positive feedback from installation facility.
- 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.
- Innovation of the product or service.
- Value of the product or service to the prospective buyer.

## **CATEGORIES**

### **Category 1: Major Ride/Attraction**

This award is for new major rides or attractions for use in theme parks, amusement parks, mobile shows, and family entertainment centers.

*Class A – Product cost of more than US\$5 million*

*Class B – Product cost of US\$2 to US\$5 million*

*Class C – Product cost of less than US\$2 million*

### **Category 2: Kiddie Ride/Attraction**

This award is for new rides or attractions designed primarily for children up to 12 years of age for use in theme parks, amusement parks, mobile shows, and family entertainment centers. Includes coin-operated rides or attractions.

### **Category 3: Water Park Ride/Attraction**

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

### **Category 4: Patron Participation Ride/Attraction**

This award is for new products that are designed to require active patron participation for the ride/attraction to function for use in theme parks, amusement parks, mobile shows, and family entertainment centers.

Examples include bumper cars, bumper boats, go-karts, climbing walls, laser tag, escape rooms, and zip lines.

### **Category 5: 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. This also includes products related to revenue and admission control products.

*Class A – Product or Service used by Consumers*

*Class B – Product or Service used by Facilities*

### **Category 6: Prizes, Plush, and Retail Products**

This award is for new products that are designed to be sold or given away in games of skill, redemption centers or in merchandise gift shops. This category includes the areas of prizes for games, novelties, souvenirs, hats, shirts and balloons in game operations or gift shops.

### **Category 7: Games and Devices**

This award is for the best new game products including arcade, video games, esports, and midway games and equipment. Games in this category may be coin-op or other means of payment and may or may not require an operator or attendant.

**Category 8: Virtual Reality**

This award is for the best virtual reality product or equipment including hardware or software.

**Category 9: Food Services**

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

**Category 10: Exhibitions, Shows/Productions, Theatrical Equipment & Supplies, Displays & Sets**

This award includes products and services related to show production and entertainment related services and suppliers of these services. Show producers, directors, choreographers, costumes, lighting and sound systems, staging, theatrical equipment and supplies, and displays and sets including Halloween and other holiday-related products and displays. Also included in this category are fireworks, flags and banners, signs, scenery/sets, buildings and facades, and theming or design for an exhibit or attraction.

**Category 11: 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.

**Category 12: Best New Product Concept Award**

This award is given to a new product that has yet to be sold or installed in a facility and is debuting at IAAPA Expo. To be eligible for this award, the exhibitor must display a working prototype, a physical model, or a fully developed video rendering.

*Class A – Attraction*

*Class B – Major Ride/Attraction*

*Class C – Other Product/Service*

**IMPACT AWARD**

The Impact Award is awarded to a winner of one of the Best New Product categories 1-11 in the Best New Product or Service Awards that, in the opinion of the judges, had or will have the most impact on the attractions industry.

The **IAAPA Brass Ring Awards: Best Exhibit Awards** competition recognizes the booth presentation in six categories at IAAPA Expo.

#### ELIGIBILITY

1. Must be a member of IAAPA and exhibiting at IAAPA Expo 2021.
2. Must submit an entry by the deadline.
3. Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards.

#### ENTRY PROCEDURES

1. Exhibitors must complete the [online entry](#) no later than the deadline.
2. If the exhibitor has more than one booth, please indicate which booth(s) you would like to be judged. If more than one, the square footage will be added together to determine the proper category.
3. There is no cost to submit an entry.
4. **The deadline is November 5, 2021.**

#### JUDGING

1. A panel of 3-5 judges comprised of IAAPA facility members will evaluate all entries and recommend first and second place winners, as applicable.
2. The Exhibitor Awards Chair approves all winners.
3. The decisions of the judges are final.
4. Participating exhibitors must have their booths completed by 5:00 p.m. on the last day of move-in for entries to be judged.
5. Each category will be awarded first and second places (at the discretion of the judges based on award criteria). If the judges vote that none of applications submitted meet the judging criteria, no winners will be awarded.
6. All awards will be distributed to the winner's booths by 6:00 p.m. on the first day of the trade show. Please have the appropriate representative(s) in your booth during this time for presentation/photo with the award, if needed.
7. All award winners will be displayed on the Awards display after the GM & Owners Breakfast on Wednesday. A list of winners will also be available in the IAAPA Sales Office by 6:00 p.m. on the first day of the trade show.
8. All Best Exhibit Award entries will automatically be entered for the **Image Award** which is awarded to the most outstanding exhibit booth at the IAAPA Expo. However, consideration for the Image Award does not require submission of an application.
9. Winners will be acknowledged at the GM & Owner's Breakfast on Wednesday.

#### JUDGING CRITERIA

- Booth Design – Quality, originality, and uniqueness.
- Branding – Use of corporate logo and/or brand within the design of the booth; promotion of product or service.
- Staffing – Professional appearance; welcoming and friendly demeanor; approachable and knowledgeable.
- Product in Booth – If applicable, product on display for potential buyer to view or demo; use of booth space to display product.
- Overall Appeal – Booth cleanliness; attractive layout; ease of access to information within the booth.

### CATEGORIES (based on booth size)

1. 100 – 399 square feet
2. 400 – 499 square feet
3. 500 – 899 square feet
4. 900 – 1200 square feet
5. 1,201 square feet and larger

### IMAGE AWARD

The Image Award is awarded to the most outstanding exhibit booth at the IAAPA Expo. However, consideration for the Image Award does not require submission of an application.

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

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