



EIBTM 2009 WorldWide Technology Watch Entry Details

The EIBTM WorldWide Technology Watch looks to promote a new technology product or service, which will have a positive impact on the meetings, incentive travel, conferences and exhibitions industry.

The closing date for entries is Friday 4th September 2009. Judging will take place on Wednesday 7th October 2009 and the company chosen will be informed shortly after this date.

WINNER BENEFITS

If your entry is selected as the winner you will receive a FREE stand to exhibit at the MPI Technology Village @ EIBTM for 2009 in Barcelona.

In addition, you will receive recognition on all EIBTM 2009 WorldWide Technology Watch promotional material and the chance to present an overview of your winning product during EIBTM 2009!

BEFORE SUBMITTING YOUR ENTRY

Please read the following information carefully before submitting your entry:

1. Entries will be disqualified unless they submitted on the official EIBTM WWTW online form.
2. You **must** complete the 7 areas required on the entry form.
3. If visuals, large files or other multimedia are needed to support your application, **do not email!** Instead, post to your website and give the specific URL(s) of where to find them in the Supporting Material section on the form.
4. If your product is already in full use in the market with similar competitive products in the industry it may not be deemed innovative by the judges (see judging criteria below). Please do not to enter your established products unless you feel it is new and innovative for the meetings and incentives industry.
5. With the large number of applications received, judging is primarily done by reviewing the EIBTM online application form - it is important that the 7 areas on this form are completely answered with the 3 judging criteria in mind (see below).

TO ENTER

Complete the online **ENTRY FORM** before or on **Friday 4th September 2009**. The form has **7 areas that MUST be completed**.

- 1 A brief overview of what your product or service is
- 2 How your product / service will meet customer's requirements, fulfil a need or solve a problem?
- 3 What is unique or innovative about your product?
- 4 What is or will be the impact to meeting professionals and to the meetings/events industry?
- 5 An outline of the development so far and how successful this has been
- 6 What research you have carried out to establish that there is a need for your product or service?
- 7 What you see as being the next stages in the development?

3 JUDGING CRITERIA

Judging scores will be weighted by the following 3 criteria:

40% Innovation/Uniqueness

Does the technology product or service provide a substantially new or different approach to solving a need or problem? If your product/service has competitors, how does it differ markedly to justify winning a technology innovation award?

30% Impact to the Meetings Industry

Does the product or service have the potential for broad adoption by meeting professionals? Does it point the way for product development?

30% Completeness of the product or service

Does the existing product/service have a well reasoned business model? Is it complete? Has it progressed substantially in development? Has return on investment to the planner been detailed and/or analysed?

JUDGING PROCESS

Before the judging day

The judges will review and score each application before the judging day.

The narrowing vote

During the judging day, applications considered incomplete or not substantially meeting one or more of the above criteria will be voted out of further consideration by the unanimous vote of the judges. With the large number of applications received, this is done by primarily by reviewing the application forms. It is imperative that the questions on the ENTRY FORM are completely answered with the 3 judging criteria in mind.

The final selection

Applications surviving the narrowing vote will be reviewed in detail and scored by the group on the basis of the judging criteria.

If you have any queries about your entry please email sandiemc@otenet.gr

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