

# 2016

# INNOVATION AWARD PROGRAM

## CATEGORIES

- CLEANING AGENTS
- DISPENSERS
- EQUIPMENT
- SERVICES & TECHNOLOGY
- SUPPLIES

**Enter your innovative products for a chance to win a prestigious ISSA Innovation Award!**

If your product has an impact in terms of **practicality, sustainability, cost savings, or other key factors**, send in your entry!

## WHAT YOU GET

- **Three months** of great exposure on ISSA.com.
- **Promotional tools** such as program logos and email invitation templates you can use with your customers on ISSA.com.
- **Product displayed in the Innovation Showcase** at ISSA/INTERCLEAN® North America, October 26-28, 2016, Chicago\*.
- **An interview on the ISSA-TV Live Stream** during the show\*
- **NEW:** A special invitation-only event on Friday, October 28, to showcase your innovation to industry professionals and the media.

*Winners of the online voting will be announced at this event.*

*\*Applies only to participants exhibiting at the show.*

## HOW WINNERS ARE DETERMINED

- **Category Winner**
  - › The product in each category that receives the most qualified unique votes on ISSA.com, from August 1 to October 21, 2016.
- **Visitors' Choice Winner**
  - › The top 5 products that receive the most qualified votes through the mobile app, onsite at ISSA/INTERCLEAN North America, in Chicago.
- **NEW: The ISSA Innovation of the Year**
  - › An overall winner will be selected based on votes received from online and onsite voting, and review by a panel of judges.
  - › The winner will be announced during the closing keynote session at ISSA/INTERCLEAN North America on Friday, October 28, 2016.

# STRUT YOUR STUFF

**"I can attest** to the fact that our four Innovation Awards have been a tremendous selling point and competitive advantage. While we have acquired many proof statements and letters of recommendation from our customers over the years, the accolades we've received from ISSA help legitimize our claim to be a leader in janitorial software."

*—Michael Jenkins, founder and president, CleanTelligent Software.*

Contact the ISSA Sales Department at 800-225-4772; email [sales@issa.com](mailto:sales@issa.com), or learn more at [www.issa.com/innovation](http://www.issa.com/innovation)

Entry Deadline: July 15, 2016

# ISSA®

## INNOVATION AWARD

Is your INNOVATION  
**READY TO TAKE HOME**  
the TOP prize?

[issa.com/innovation](http://issa.com/innovation)



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# 2016 INNOVATION AWARD ENTRY FORM

## ENTRY INFORMATION

Company name: \_\_\_\_\_

Product/service name: \_\_\_\_\_

Description *(Include in separate Word document; describe what makes your entry innovative in terms of its impact, practicality, sustainability, cost savings, and other factors you believe are important to today's cleaning-industry distributors and end-users.)*

Product contact email: \_\_\_\_\_

Company or Product website: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact direct phone: \_\_\_\_\_

Entry fee\*:

ISSA Member: US \$2,750

Non-Member: US \$3,500

**Video Package\*\***: US \$5,250

**\*Entry fee includes online program and onsite Innovation showcase placement if registered to exhibit at ISSA/INTERCLEAN North America 2016.**

**\*\*Available to members only. Includes 1 entry + video ad featured for four months on issa.com.**

Visit [issa.com/innovation](http://issa.com/innovation) for more ways to promote your product.

**Participant's Authorization:** By signing below, the individual acknowledges that he/she has read and fully agrees to the terms and conditions of the ISSA Innovation Program as set forth in the entry form.

Signature and date \_\_\_\_\_

## PAYMENT OPTIONS

Remit checks no later than July 15, 2016 to: ISSA, 3300 Dundee Rd., Northbrook, IL 60062.

Check - Remit in U.S. Funds

Credit Card:  American Express  Visa  MasterCard

Credit Card No. \_\_\_\_\_ Exp. Date: Month \_\_\_\_\_ Year \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_

Signature \_\_\_\_\_

*Note: ISSA will send separate forms for your product display in the Innovation Showcase Area to your company contact person above.*

*Any questions? Contact the ISSA Sales Department at 800-225-4772; email [sales@issa.com](mailto:sales@issa.com).*

## SUBMIT WITH ENTRY

Send all materials to [sales@issa.com](mailto:sales@issa.com) by July 15, 2016

### PRODUCT IMAGES:

- **Main image:** 1300 x 900 pixels maximum (this will be used on the category page and the detail page if you do not submit a video)
- **Five gallery images:** 800 x 600 pixels (landscape) or 600 x 800 pixels (portrait) maximum
- **File format:** JPEG

### PREVIEW VIDEO:

- **Resolution:** 1280 x 720 pixels (minimum bitrate: 3,000 Kbps)
- **File format:** MP4 or MOV
- **Length:** 20 seconds maximum

### LITERATURE:

- One (1) file per entry
- **File format:** PDF
- **Maximum file size:** 15MB

### CHOOSE ONE (1) CATEGORY TO ENTER:

- Cleaning Agents
- Dispensers
- Equipment
- Services & Technology
- Supplies

### KEYWORD DESCRIPTOR (CHOOSE ANY THREE)

- Education
- Food Service
- Healthcare
- Hospitality
- Office Building
- Retail Stores
- Sports/Entertainment Facilities
- Other *(please include details in the Word document with description)*

**ENTRY DEADLINE: JULY 15, 2016**  
[issa.com/innovation](http://issa.com/innovation)



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# 2016 ADVERTISING TERMS & CONDITIONS

1. **Advertising Rates, Duration and Schedule.** "Advertising" shall be defined to include online, digital, print and sponsorship opportunities with ISSA. Advertising is sold on a first-come, first-served basis. ISSA reserves the right to adjust advertising schedules at its sole discretion to provide equal advertising opportunities for its membership. Online, digital and print advertising is available at the rates set forth in the ISSA online Media Kit at [www.issa.com/mediakit](http://www.issa.com/mediakit); and sponsorship opportunities are available at the rates set forth in the online Sponsorship Opportunities web page at [www.issa.com/sponsorships](http://www.issa.com/sponsorships), both of which are hereby incorporated into and made part of this contract. Prices, rates, promotions, discounts, and premiums are subject to change at any time at ISSA's sole discretion without notice.

2. **Payment.** For advertising by ISSA members for other than sponsorships, payment is due within 30 days of the initial invoice date, and accounts that are 30 days or more overdue are charged a 2 percent monthly late fee.

For sponsorships, ISSA members must submit a non-refundable deposit of 50% of the total sponsorship fees with the submission of the Application for Advertising. The remaining 50% of the total sponsorship fees are due by May 1, 2016. Payment of 100% of the total sponsorship fees must accompany the Application for Advertising if submitted after May 1, 2016.

Accounts that are 30 days or more overdue are charged a 2 percent monthly late fee. ISSA will not accept applications for any advertising from Advertisers whose account is 60 days or more past due.

Members of ISSA with past due accounts must pay for advertising in full at the time the order is placed.

Non-members of ISSA must pay for any advertising in full at the time the order is placed.

ISSA reserves the right to hold the Advertiser and / or its agency jointly and severally liable in the case of overdue accounts. All expenses and legal fees incurred by ISSA in collecting outstanding accounts shall be paid by the Advertiser. ISSA reserves the right to cancel this Agreement and suspend any advertising at any time upon Advertiser's failure to pay any monies due under this contract in a timely manner.

3. **Cancellation.** Cancellations of advertising other than sponsorships must be in writing and received by ISSA no more than 30 calendar days after submitting the advertising application, and shall incur a cancellation fee of 50% of the total contract value. Cancellations of advertising other than sponsorships received more than 30 calendar days after submitting the advertising application require full payment at the contracted rate as a cancellation fee. ISSA reserves the right to hold the Advertiser

and/or its agency jointly and severally liable for payment under this contract.

Cancellations of sponsorships must be in writing and if received by ISSA before May 1, Advertiser will incur a cancellation fee of 50% of the total contract value. For cancellations received by ISSA after May 1, Advertiser will incur a cancellation fee of 100% of the total contract value.

4. **Positioning.** Positioning of advertising is at the sole discretion of ISSA. Any request by Advertiser for any particular position where the advertising is to be placed shall be treated as a request only, and ISSA shall not be obligated to comply with said request. In the event said request for positioning is granted, Advertiser shall pay an additional position charge as set forth in the ISSA online Media Kit at [www.issa.com/mediakit](http://www.issa.com/mediakit).

5. **Statistics.** Advertiser acknowledges that ISSA has not made any guarantees with respect to usage statistics or levels of impressions for any advertising. ISSA provides Advertiser with estimated usage only as a courtesy to the Advertiser and shall not be held liable for any claims relating to said usage statistics.

6. **Indemnification.** Advertiser shall indemnify ISSA and hold ISSA harmless from any and all loss, cost, expense, and damages of any nature whatsoever, including but not limited to reasonable attorney fees, on account of any and all manner of claims, demands, actions and proceedings that may be instituted against ISSA, including but not limited to claims alleging that any advertising submitted under this Agreement by or on behalf of Advertiser violates any copyright or any other intellectual property right of any person, or that contains any matter that is libelous or defamatory of any person or company, or that contains any inaccurate or unauthorized claims. Advertiser agrees at Advertiser's own expense, to promptly defend and continue such defense of any such claim, demand, action or proceeding that may be brought against ISSA, provided that ISSA shall promptly notify Advertiser with respect thereto. Advertiser shall reimburse ISSA for any amount paid by ISSA in settlement of any such claims or in satisfaction of judgments obtained by reason of publication of such advertisement copy, including but not limited to all expenses incurred in connection therewith, including but not limited to, reasonable attorney fees and court costs.

7. **Copyright.** All advertising, which represents the creative effort of ISSA and/or the use of creativity, illustrations, labor, composition, or material furnished by ISSA, is and remains the property of ISSA, including any and all rights of copyright therein. Advertiser understands and agrees that it cannot authorize reproductions, in whole or in part, of any such advertising, without the express written permission of ISSA.

8. **Rejection of Advertising.** ISSA reserves the right to not run any advertising that it receives that is not in accordance with its policies, including but not limited to any advertisements that ISSA, in its sole discretion, considers inappropriate, misleading, or offensive. ISSA reserves the right to reject or cancel any advertising, order or reservation for such advertising at any time and to reject any URL link embodied within any such advertisement. ISSA reserves the right to insert the word "advertisement" in advertising copy. ISSA is not responsible for copy inaccuracies or unsatisfactory final production quality resulting from provided materials.

9. **Limitation of Liability.** Advertiser assumes all liability for the content of its advertising, and agrees to hold harmless, and will indemnify ISSA from all claims, losses, judgments, and damages arising therefrom. ISSA is not responsible for copy inaccuracies or unsatisfactory final production quality resulting from materials provided by Advertiser. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance, as well as all other matters Advertiser might raise relevant to this contract, is limited to the amount charged Advertiser by ISSA for the applicable advertising. Claims for an allowance for such matters must be made within 7 calendar days of the matters first occurrence. THIS LIMITATION OF LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING UNDER THIS AGREEMENT BY ISSA. IN NO EVENT SHALL ISSA BE LIABLE TO ADVERTISER OR ANY THIRD PARTY FOR ANY INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS OR UNREALIZED BUSINESS OPPORTUNITY, ARISING OUT OF THIS AGREEMENT OR THE PUBLICATION OF OR FAILURE TO PUBLISH ANY ADVERTISING, WHETHER OR NOT ISSA WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

10. **Force Majeure.** Each party to this contract shall be excused from performance of its obligations hereunder without penalty or liability where such failure to perform is the result of acts of God, acts of war, terrorism, government regulation, disaster, fire, strikes, work stoppages, civil disorder, or other similar causes beyond the parties reasonable control.

11. **Assignment.** This contract may not be assigned or transferred by the Advertiser.

12. **Governing Law.** This contract shall be construed and governed by the laws of the State of Illinois.



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800.225.4772 / 847.982.0800 • FX: 847.982.1012 • [issa.com](http://issa.com)