



# APPLICATION INFO





# SAVE THESE DATES:

INNOVATION SUMMARIES SUBMITTED BY **FEBRUARY 9 AT 11:59 PM**

INNOVATION SHOWCASE: **MARCH 3**

INNOVATION AWARDS: **APRIL 27**



# APPLICATION PROCESS





## Step 1. Confirm you meet the applicant criteria

### Who should apply?

- Any company who in 2016 created an innovative internal or external product, process, or service.

### Applicants must meet ONE of the following criteria:

- Be headquartered in the Greater Washington, D.C. region defined as south of Baltimore, north of Richmond, from the Chesapeake to the Shenandoah;
- Have more than 50 percent of employees in the Greater Washington, D.C. region; or
- Have at least 100 or more employees in the Greater Washington, D.C. region



## Step 2. Choose the category/categories in which you will apply

### In which category should I apply?

- You should apply in the category that directly correlates to your innovative product, process, or service. For example, a professional services company with an innovative marketing campaign should apply in the marketing and advertising category.

### Can I apply in more than one category?

- Yes! We encourage you to apply in any categories for which you qualify.
- If you apply for more than one category you **MUST** fill out an innovation summary for each category.
- You may also apply in the same category for multiple innovations. A separate innovation summary must be submitted for each innovation.



## AWARD CATEGORIES

### TECH INNOVATOR OF THE YEAR

Presented to a Greater Washington area technology company for an innovative internal or external product or process launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.

- Emerging Tech Innovator of the Year – company in business less than 5 years
- Mature Tech Innovator of the Year – company in business greater than 5 years

### PUBLIC SERVICE INNOVATOR OF THE YEAR

Presented to a Greater Washington area public service organization (including but not limited to local, state and federal government agencies and educational systems) for an innovative internal or external product or process launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.

### PROFESSIONAL SERVICE INNOVATOR OF THE YEAR

Presented to a Greater Washington area professional service organization (including but not limited to accounting, legal, banking, HR, real estate and development firms) for an innovative internal or external product or process launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.





### **HOSPITALITY, TOURISM, & ENTERTAINMENT INNOVATOR OF THE YEAR**

Presented to a Greater Washington area hospitality organization (including but not limited to hotels, restaurants, entertainment and retail outlets, venues) for an innovative internal or external product or process launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.

### **HEALTH & LIFE SCIENCES INNOVATOR OF THE YEAR**

Presented to a Greater Washington area health care organization (including but not limited to health care providers, hospitals, life science organizations, pharmaceutical companies) for an innovative internal or external product or process launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.

### **MARKETING & ADVERTISING INNOVATOR OF THE YEAR**

Presented to a Greater Washington area company (within any industry) for an innovative internal or external marketing or advertising campaign launched in 2016. Special consideration will be given to applicants that demonstrate a high level of impact on the Greater Washington community.





### Step 3. Submit your Innovation Summary via the online portal

- Applicants must submit a brief description of their innovation through the online portal by 11:59 PM on February 9.

#### Innovation Summary Questions

1. In which category are you applying?
2. In 500 words or less, explain the innovative product or process that was created, including:
  - What problem were you working to address (did the innovation meet a previously unmet need or create a new market)?
  - Who was impacted by the innovation (customers, employees, community)?
  - When did you implement the innovation (is it still in testing or has it been fully utilized by third parties)?
  - Where has the innovation been deployed (local, state, nation-wide, internationally)?
  - What competitive advantage did your organization gain?
  - What supporting financial evidence or market acceptance can the innovation demonstrate (have you been able to obtain patents)?





#### Step 4. Await invitation for Innovation Showcase

- All online Innovation Summary submissions will be reviewed by the Awards Nominations Committee. The committee will select a group of applicants from each category to participate in the Innovation Showcase on March 3.
- Selected applicants will receive Innovation Showcase invitations by Friday, February 13.
- Participation in the Innovation Showcase includes hosting an exhibit style display table and delivering an in-person presentation to the Selection Panel.





## Step 5. Prepare your in-person presentation and display table for the Innovation Showcase

If invited to the Innovation Showcase, follow these guidelines to prepare your display table. Display tables should be focused on your innovation, so the materials you bring should be specific to the innovation and not just your organization.

- Display tables are 6' long x 30" wide
- **Suggested materials include**
  - Signage (pop-up banners, signs on easels, tabletop signs)
  - Table cloths
  - Presentation/videos/media (you must provide your own monitors and computers)
  - Innovation specific marketing materials
  - Promotional giveaways
  - Business cards



If invited to the Innovation Showcase, follow these guidelines to prepare your in-person presentation for the Selection Panel.

Presentations should be no longer than 5 minutes. Clearly answer these questions in your presentation:

- What problem were you working to address (did the innovation meet a previously unmet need or create a new market)?
- Who was impacted by the innovation (customers, employees, community) Explain the benefit to these individuals?
- When did you implement the innovation (is it still in testing or has it been fully utilized by third parties)?
- Where has the innovation been deployed (local, state, nation-wide, internationally)?
- What competitive advantage did your organization gain?
- What supporting financial evidence or market acceptance can the innovation demonstrate (have you been able to obtain patents)?

Use of slides is encouraged. A projector, screen, wireless slide advancer and computer will be available for use.

Providing materials to the Selection Panel is allowed. You may provide copies of your presentation, marketing materials, etc.





## Step 6. Deliver your in-person presentation and host your display table at the Innovation Showcase

- The Innovation Showcase will take place on Friday, March 3 from 8:00 – 11:00 AM at the Fairview Park Marriott.
- Display tables will be open for the duration of the program. You should designate at least two individuals to host your display table.
- In-person presentations will take place throughout the event in separate breakout rooms. Specific time slots will be provided in the invitation from the Nominations Committee. One to two company representatives, different from those hosting the display table, should be on-site at least 15 minutes prior to your presentation time.
- Selection Panel members as well as attendees of the Innovation Showcase will be seated in the presentation room.



### Step 7. Participate in the Greater Washington Innovation Awards™

- All Innovation Showcase participants are invited to the Greater Washington Innovation Awards™ on Thursday, April 27 at The Hamilton in Washington, D.C.
- Finalists and winners from each awards category will be announced live during the event.
- Tickets will be available for purchase beginning Monday, February 13. Ticket prices are below.

	<b>Individual Tickets</b> <i>Member/Non-Member</i>	<b>Discounted Group of 5+ Tickets</b> <i>Member/Non-Member</i>	<b>Discounted Group of 10+ Tickets</b> <i>Member/Non-Member</i>
<b>2/13 – 3/4</b>	<b>\$85/\$110</b>	<b>\$80/\$105</b>	<b>\$75/\$100</b>
<b>3/5 – 3/25</b>	<b>\$100/\$125</b>	<b>\$95/\$120</b>	<b>\$90/\$115</b>
<b>3/26 – 4/24</b>	<b>\$125/\$150</b>	<b>\$120/\$145</b>	<b>\$115/\$140</b>





# APPLICATION FAQs





## Why Apply?

- This is a cost-effective way to thank and honor your valued employees.
- If selected to participate in the innovation showcase, your logo will be featured in all news about the event. We extensively promote participants across our website and through traditional and social media. Our website receives 20,000 visitors monthly; we have an e-newsletter subscription list of over 10,000; and we have thousands of followers on Facebook, Twitter, and LinkedIn.
- Businesses of all sizes are encouraged to apply—your small business could be a winner next to a major player in the DC Metro region, conversely, your large business could be exposed to new innovative professionals.





## Who are the judges?

- The selection panel members are regional leaders from the diverse industries represented in the six award categories. They have made significant contributions to the Greater Washington business community.
- Past Selection Panelists include:
  - Technology
    - Ed Albrigo, President & CEO, Center for Innovative Technology
    - Jim Chung, Associate VP for Innovation and Entrepreneurship, George Washington University
    - Julia Spicer, Executive Director, Mid-Atlantic Venture Association
  - Public Service
    - Sarah Nutter, Dean, School of Management, George Mason University
    - Jay Garant, Administrator, Business and Community Partnerships
    - Dr. Gerald Gordon, President & CEO, Fairfax County Economic Development Authority
  - Professional Service
    - Gordon Bernhardt, President & Founder, Bernhardt Wealth Management
    - Mario DeLuca, Partner, Tax Services Group, Aronson LLC
    - Mark Moore, EVP and Chief Lending Officer, John Marshall Bank





- Hospitality, Tourism & Entertainment
  - Barry Biggar, President & CEO, Visit Fairfax
  - Arvind Manocha, President & CEO, Wolf Trap Foundation for the Performing Arts
  - Joe Dupriest, SVP and CMO, Monumental Sports and Entertainment
- Health & Life Sciences
  - Soula Antoniou, Executive Director, American Heart Association, Greater Washington
  - Linda Mathes, CEO, American Red Cross in the National Capital Region
  - Tom Woteki, Chief Technology Officer, MAXIMUS Federal Services
- Marketing & Advertising
  - Tabasum Lufti, VP, Operations, TriVision Creative
  - Joe Dupriest, SVP and CMO, Monumental Sports and Entertainment
  - Matt White, Chairman & CEO, WHITE64

## On what will be my innovation be judged?

- The selection panel will evaluate each application on three overall criteria:
  - Design of Innovation
  - Impact of Innovation
  - Significance of Innovation





## Can I mail in a hard copy of my innovation summary?

- No. Summary submissions will be accepted through our online portal ONLY.

## Do I have to be a member to apply?

- No. Anyone can apply as long as you qualify.

## Is there an application fee?

- No. This is a free application process.





## Can I complete an innovation summary on behalf of my company?

- Yes. We encourage you to submit an online summary for your company, as well as nominate your deserving clients or business partners.

## Can I complete an innovation summary for someone else?

- Yes. If you do so, we ask that you provide their contact information. There will be space in the summary to do so.
- You must notify the organization in advance that you are submitting on their behalf.
- You may not deliver the in-person presentation or host the display booth on someone else's behalf.





## When and how are finalists and winners announced?

- Finalists and winners will be announced live at the Innovation Awards on April 27.



# AWARDS ARCHIVE:

**CLICK [HERE](#) TO VIEW PREVIOUS WINNERS.**





# [CLICK HERE TO SUBMIT YOUR INNOVATION SUMMARY](#)





**Application Questions:**  
[events@novachamber.org](mailto:events@novachamber.org)

**Sponsorship and Ad Sales Questions:**

Becky Graham  
[bgraham@novachamber.org](mailto:bgraham@novachamber.org)

Visit our website to learn more: <http://www.novachamber.org/innovation-awards.html>





**THANK YOU  
AND  
GOOD LUCK!**

