ENTRY GUIDELINES

Showcase your achievements at the industry's leading awards

REVIEW THE CATEGORIES AND ENTER NOW:

www.avaawards.com
RECOGNISING GLOBAL AV TALENT

Firmly recognised as the unrivalled badge of excellence for the AV industry, the AV Awards provide an unassailable benchmark for professional standards and best practice. They recognise the outstanding achievements of individuals, businesses, projects and technology across the AV, events and production sectors.

Our judging process is exceedingly rigorous, with awards in each category judged independently by experts and end users. For this reason, the AV Awards are the most respected in the industry.

This guide tells you everything you need to know about the awards, and what you need to do to create an award entry that has the best possible chance of success.
GENERAL ENTRY RULES AND INFORMATION

The AV Awards are open to all organisations working in the global AV industry.

All entries MUST be made using the online submission form. Please follow the instructions closely, paying particular attention to the information being asked of you. Only by keeping to the format and criteria requested can you ensure that the judges will have everything they need to evaluate your entry and compare it accurately with other entries in the category.

All entries must be submitted via the online entry form at www.avawards.com. Entries submitted by any other means or in any other format will be disqualified.

Before submitting your entry, please make sure it is complete, including relevant supporting documents. It will not be possible to amend your entry or provide additional information once your entry has been submitted.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period from 01 February 2020 to 31 May 2021. Please make sure that your entry only contains evidence of activity that took place during this period.

Companies or individuals may submit entries on their own behalf, or on behalf of other individuals or organisations, including colleagues, industry peers, suppliers or clients. If submitting on someone else’s behalf, please ensure you have their permission to do so. Please note that entries submitted to the AV Awards in previous years cannot be re-entered for the 2021 Awards unless you can demonstrate that substantial developments or improvements have taken place.

The information provided within your entry will be treated as confidential however please ensure you have permission to disclose information externally before you submit your entry. Once submitted we cannot remove your entry from the judging process. All AV Awards judges are bound by Non-Disclosure Agreements.

ENTRY DEADLINES

Entries open: Monday 22 March 2021
Entries close: Midnight GMT on Friday 18 June 2021

WHAT TO INCLUDE IN YOUR ENTRY

Please review the criteria carefully when deciding on the appropriate category to enter. The AV Awards team reserve the right to move your entry to another category if we feel it is better suited.

You will be judged on your written entry. Whilst there is the option to upload supporting documents within your submission, these documents are not scored, therefore important information must be relayed in the mandatory text fields, indicated by an asterisk *.

Your entry must observe the indicated word limit requirements for each section. Take care to read the criteria and include all the information we ask for and demonstrate thoroughly how you meet the criteria for the award category you are entering.
We highly recommend writing your entry in a Word document first, before then copying and pasting it into the online entry form. This will remove the risk of you losing your entry if there are any online issues.

Testimonials:
These are exempt from the word count. Where we ask for testimonials, you should obtain these from clients, partners, and industry figures, rather than employees of your organisation.

Supporting material and video link:
Please upload all supporting material as zip file. This information should verify any claims made in your entry. This may include research, company financials etc. Please note - supporting documents are not scored and should be provided as evidence.

We ask for images and video links to be provided. Video does not have to be professionally produced, you will not be scored down for content less than perfect.

Supporting material is optional and submitted at your own discretion.

100-word award summary:
Should your entry be shortlisted, this summary will be published in the AV Awards Event Guide and shared in our marketing activity. Please ensure it is written in the third person. For example: ‘Company X’s award shows innovation and resourcefulness…’ rather than ‘Our award shows innovation and resourcefulness.’ You will not have an opportunity to review or amend the summary, so please ensure it is correct and accurate before you submit it.

Your company logo:
This should be supplied in colour as a vector eps file. We recommend a dpi of at least 300.

The Green Award:
All categories will ask you to state your green credentials. This information will not be used to score you against the specific category criteria but will allow our judges to determine whether you are eligible for the discretionary Green Award.

Entries must be submitted via www.avawards.com. You will receive confirmation of receipt once your entry has been successfully submitted.

COST OF ENTRY
The entry fee is:

• £160 plus VAT per entry
THE JUDGES

Each award has a specially curated judging panel, featuring a cross section of AV technology end-users and industry specialists, relevant to the award category. We go to great lengths to ensure each panel has both expertise and diversity, so that every entry can be assessed accurately and from a mix of viewpoints.

THE JUDGING PROCESS

Step 1: The judges individually review all the submissions received in their allocated categories online. Each entry will be scored against the category’s set criteria. From this, the highest scoring submissions will make it through to the second stage – the Judging Day.

Step 2: Judges will be separated into groups based on their specific expertise and each shortlisted entry will be discussed in detail within each group.

JUDGING DAYS

If you have entered any of the awards listed below and are shortlisted you will be invited to present, via video link, to the judging panel at one of the virtual Judging Days, taking place throughout August.

- Consultancy of the Year
- Distributor of the Year
- End User Business of the Year
- Integrator of the Year
- Manufacturer of the Year
- Production, Rental and Staging Business of the Year
- SME Business of the Year

If you are successful in reaching the second stage of the judging process, you will be notified by Friday 30 July 2021.

Presentations must be 10 minutes in length, with up to an additional 10 minutes of Q&A to follow. We expect presentations to be given by senior representatives of the organisation and expect no more than TWO representatives to join the virtual meeting.

If you are shortlisted, the date and time of your presentation will be confirmed to you by 30 July. Dates and times cannot be moved and we will aim to give you at least 2 weeks’ notice to prepare the presentation.

SCORING

The transparency and security of the judging process is hugely important to us. For that reason, every judge signs a Non-Disclosure Agreement and all judges’ meetings are held in confidential environments. All scores are verified to avoid anomalies and the AV Awards team supervises the judging process to identify and avoid any risk of bias. Judges are asked to recuse themselves where they have a personal or professional interest.
WINNERS ANNOUNCED

The winners of the AV Awards will be announced at the AV Awards ceremony on Friday 5 November 2021 at Evolution London.

SUMMARY OF KEY DATES

Please put these important dates in your diary.

- **Monday 22 March 2021** – Entries open
- **Friday 14 May** – early bird entry discount ends
- **Friday 18 June** – entry deadline
- **July** – online judging takes place
- **w/c 19 July** – shortlist announced
- **August** – live/virtual Judging Days
- **Friday 5 November** – Awards ceremony
CATEGORIES – TECHNOLOGY

**Audio Technology of the Year**
Audio technology involved in installations across all sectors except production.

**Collaboration Technology of the Year**
Video conferencing, telepresence, audio conferencing, web conferencing, or any other software environment, or ecosystem that delivers ecosystem collaboration rather than communication functionality. Interactive touch screens should enter Communication Technology of the Year if they are supporting collaboration environments.

**Communication Technology of the Year**
Any audio, video or lighting hardware technology that supports connectivity, communication and collaboration. This category focuses on basic communication functionality and includes all infrastructure devices, interactive screens and cameras, such as PTZ.

**Control and Management Technology of the Year**
All audio, visual and lighting technologies fulfilling the role of management and control in a pro AV environment, including apps and software. Commercial control systems include keypads, control panels (audio, video, lighting), touch panel controls, remote controls used in both AV applications and applied integrated systems for energy control, building management and lighting control. This also includes integrated physical access control such as keypads, serial controllers, IP-enabled controllers, edge-based, extenders. Standalone software includes all software that is not integrated or packaged with other products for AV asset management, design, show control, collaboration, content creation, scheduling, content management and room management for many solutions such as digital signage, collaboration, cinema, live events, command and control.

**Digital Signage Technology of the Year**
Digital signage technology solutions including media players, servers, software and managed services to display content in out-of-home (OOH), public environments, and by multiple individuals simultaneously to convey information, advertising, or other forms of messaging. Displays should enter Visual Technology or Communication Technology of the Year.

**Event Technology of the Year**
All audio, video and lighting technology involved in events, production, rental and staging.

**Processing and Distribution Technology of the Year**
All technologies fulfilling the role of processing and distribution in a pro AV environment. Includes processors, signal routing and switching to include signal switchers, transmitters and matrix switchers (routers) that transmit and replicate control information and IP-based AV signals outside specialist applications (such as broadcast).

**Support Technology of the Year**
All support technology including brackets, mounts, cages, visualisation, simulation, tools, accessories, monitoring, power and design tools.

**Visual Technology of the Year**
All display technology including projectors, LFD, LED, mixed reality.
CATEGORIES – PROJECTS

Broadcast and Media Project of the Year
Installations using AV and experiential technology in televised events, corporate broadcast, studio based broadcast productions.

Corporate Project of the Year
Installations using AV and experiential technology in finance, legal, telecoms, IT, property, real estate, chemical/petroleum - excludes corporate lobbies which should be entered into Retail Project of the Year.

Education Project of the Year
Installations using AV and experiential technology in all kinds of learning environments, such as higher, primary, secondary, further education - and auditoriums covering applications, such as lecture capture and distance learning.

Events and Entertainment Project of the Year
Temporary installations using AV and experiential technology in live events, corporate events, entertainment shows, awards ceremonies, experiential events, opening and closing ceremonies, sponsored events, exhibits, sales conferences, product launches, exhibition events, music events, outdoor events and festivals, etc.

Leisure and Hospitality Project of the Year
Installations using AV and experiential technology in cruise ships, sports and leisure facilities, bars, restaurants, nightclubs, hotels and resorts, travel agents, tour operators, casinos and F&B - excludes large stadiums which should enter venue project of the year. However, if you have installed into hospitality areas this would be included here.

Public Sector Project of the Year
Installations using AV and experiential technology in government, military, law enforcement, emergency services, health, medical, transport, energy and utilities and command and control rooms.

Retail Project of the Year
Installations using AV and experiential technology in digital signage, digital out of home, retail, showrooms and corporate lobbies.

Themed Entertainment and Attractions Project of the Year
Permanent installations using AV and experiential technology in entertainment environments - cinema, visitor attractions, museums, theme parks, heritage and visitor attractions, galleries, science centres and themed attractions.

Venue Project of the Year
Installations using AV and experiential technology in large venues - houses of worship, stadiums, conference halls, historic venues, theatres, exhibition venues, musical entertainment and performance venues.
CATEGORIES – BUSINESS

Consultancy of the Year
Organisations that provide consultancy to the AV industry independently and free of bias. They should not be sellers of AV. Typically they will provide design services and construction documents and, if required, assist in identifying qualified integrators and other AV service providers to implement projects, supervise the construction phase and provide initialisation and commissioning services.

Distributor of the Year
Distributors of AV technology across all markets and regions which provide equipment and support to the dealer channel on behalf of the AV manufacturers they represent. In most cases distributors provide all the services and support elements that are available directly from the manufacturers, including inventory to accommodate immediate needs, warranty processing, service support, project and design assistance as well as demonstration equipment, sales training and sales assistance.

End-User Business of the Year
Open to all end user businesses who can demonstrate innovative provision, management and/or usage of AV technology within their day-to-day business operations.

Integrator of the Year
Integrators that serve customers either locally or internationally across all regions, and are committed to the complete project; from design, construction and installation, from delivery to training, and from commissioning to service and maintenance.

Manufacturer of the Year
Any organisation involved in the research, design and production of AV technology.

Production, Rental and Staging Business of the Year
Organisations that provide the AV solutions customers need, whether they have a special message to deliver to an intimate group or a ‘Big Bang’ to thousands. They can provide assistance in the initial planning stages, concept and theme development, staging requirements, AV equipment requirements, pre-production planning, production, procurement, contract management, site analysis and selection, scripting and logistics, and virtually anything else customers may need to ensure their message hits the mark.

SME Business of the Year
Company must not have a turnover of more than €10 million or have more than 50 employees. This category is open to smaller businesses and starts ups (within three years) across the supply chain, plus all businesses outside the supply chain that help move the AV industry forward.
CATEGORIES – PEOPLE

**AV Professional of the Year**
Individuals working in the AV/IT, events or production industry, whether for an end-user organisation, a vendor, or those who work freelance. Nominations should recognise an individual who has made a significant contribution and/or shown impressive leadership in the management of an in-house contract or vendor service-driven team.

**Channel Team of the Year**
For any team working within channel businesses (manufacturers, distributors, integrators, resellers, consultants, production and rental companies) including sales, R&D, delivery, service teams, marketing, etc.

**End-User Service Team of the Year**
This category recognises in-house AV/IT/support, production and events service teams who would typically look after the technology procurement, service selection, delivery, implementation and maintenance/management internally of an AV service, project or event. The team may be outsourced, but must only serve the primary end-user organisation.

**Rising Star of the Year**
This category is open to individuals under the age of 30 working in all sectors of the supply chain, including end-users, freelancers and contractors. The aim of this award is to recognise a young or emerging professional who has made a standout contribution to the technical, operational, or commercial performance of their team or company.
TECHNOLOGY CRITERIA

Date technology shipped
Technologies must have been shipped between 1 February 2020 – 31 May 2021

Executive summary
Be clear and concise, without waffle, jargon and marketing-speak, please summarise
(1) What the technology is
(2) What it does, and
(3) Why it should win, what’s new and exciting about it

Evidence
(1) What it helped your customers achieve
(2) Evidence of user / customer satisfaction
(3) Your technology’s impact on your customers business
(4) Your technology’s impact on staff (the user experience (UX) and benefits)
(5) What’s it helped your customers achieve

Testimonials
Provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Green credentials
All categories will ask you to state your green credentials. This information will not be used to score you against your specific category criteria but will allow our judges to determine whether you are eligible for the discretionary Green Award.

Supporting documents
• This information will not be used to score your entry, it is there to support any claims made in your entry. This may include research, company financials, commercial success etc.

• Please upload as a zip file.

• Only images and video links will be accepted as supporting material, with a limit of three images and one video link per entry.

• Supporting material is optional and submitted at your own discretion.
PROJECT CRITERIA

Date project completed
Projects must have been completed between 1 February 2020 – 31 May 2021

Executive summary
Be clear and concise, without waffle, jargon and marketing-speak, please summarise
(1) Why the project was needed
(2) What it delivered, and
(3) Why it should win, what’s new and exciting about it

Evidence
(1) Demonstrate how your services match client’s needs, with evidence of success
(2) Evidence of user / customer satisfaction
(3) The effect the project has had on your customers business
(4) How it’s delivered user benefit (UX)
(5) What’s it helped your customers achieve

Testimonials
Provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Green credentials
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BUSINESS CRITERIA

Executive summary
Be clear and concise, without waffle, jargon and marketing-speak, please summarise
(1) What your company does and who its customers are
(2) Future strategy
(3) Why you should win

Evidence
Provide evidence of:
(1) Customer successes
(2) Innovation
(3) Demonstrate how your services match client's needs, with evidence of success
(4) Evidence of user/customer satisfaction

Are you a great place to work? Provide summary evidence of
(1) Training
(2) Apprenticeship schemes
(3) Diversity and inclusion
(4) Equality
(5) Workplace culture
(6) Sustainability

Testimonials
Provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Green credentials
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PEOPLE CRITERIA

End-User Service Team and Channel Team of the Year

Executive Summary
Be clear and concise, without waffle, jargon and marketing-speak, please summarise
(1) Tell us why your team should win an award

Evidence
(1) Demonstrate how your services match client’s needs, with evidence of success
(2) Evidence of user / customer satisfaction
(3) Demonstrate technical and or business skills within your team

Testimonials
Provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Green credentials
All categories will ask you to state your green credentials. This information will not be used to score you against your specific category criteria but will allow our judges to determine whether you are eligible for the discretionary Green Award.

Supporting documents
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• Supporting material is optional and submitted at your own discretion.
PEOPLE CRITERIA

AV Professional and Rising Star of the Year

Executive Summary
Be clear and concise, without waffle, jargon and marketing-speak, please tell us what you’ve done

(1) Show us the passion.
(2) What makes you special, outstanding, remarkable
(3) What have you done that’s so out of the ordinary, we should reward you and the efforts you’ve made

Evidence
Outline your...

(1) Technical and/or business skills
(2) Details of commercial success or leadership
(3) Contributions to the community
(4) Other professional credentials and achievements

Testimonials
Provide testimonial evidence from clients, partners, and industry figures, rather than employees of your organisation.

Green credentials
All categories will ask you to state your green credentials. This information will not be used to score you against your specific category criteria but will allow our judges to determine whether you are eligible for the discretionary Green Award.

Supporting documents
• This information will not be used to score your entry, it is there to support any claims made in your entry. This may include research, company financials, commercial success etc.

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