

PLASA SHOW

ENTER THE 2024
AWARDS FOR
INNOVATION

In association with



CELEBRATING INNOVATIVE NEW PRODUCT IDEAS

Widely respected throughout the entertainment technology industry, the PLASA Awards for Innovation recognise and reward the year's best products and the people behind them.

The judges can award **up to eight Innovation Awards** - one of which can be upgraded to a Gold Award for excellence. Plus, the judges can present **one Sustainability Award** for a product that shows impressive eco credentials.



INDEPENDENTLY JUDGED BY TRUSTED INDUSTRY EXPERTS



The PLASA Awards for Innovation are independently judged by a team of trusted industry experts, led by Chair James Eade.

Furthermore, an [industry report](#) said the quality of PLASA's judging was one of the best.

“It has been great to see big names launching products at what is **acknowledged to be the most independent industry awards**. It is heartening to see new and innovative products in such numbers.”

**- James Eade,
Chair of the Judging Team**

EXTENSIVE PROMOTION

The PLASA Awards are proudly run in association with LSi magazine, which provides comprehensive exposure for all nominees.

Once approved, your product will feature in:

- The LSi Official Show Preview (early bird entries only). Winners will also feature in LSi's Show Review in October.
- The Online Innovation Gallery, with winners featured all year
- Emails and social posts to 25K+ industry professionals, with winners announced across industry press.





HOW TO MAKE AN IMPRESSION

To enter, you'll need to submit a written application. And if approved, you'll also give a short presentation to the judges at the show.

To be eligible for a PLASA Award, your product must do one or more of the following:

- Improve technical practice
- Demonstrate new thinking
- Introduce new technology, materials or techniques
- Include patents or unique IP
- Offer a commercial advantage
- Improve safety

PIONEER SUSTAINABILITY

As part of the PLASA Awards, the judges also have the option to present a Sustainability Award.

To be in with a chance, your product must fulfil one or more of the following criteria:

- Significant reduction of power usage for its product type/application
- Effective use of renewable energy sources
- Significant reduction of environmental impact of product life cycle





STAND OUT ON THE SHOW FLOOR

Every nominated product features on the **popular Innovation Gallery**, right in the heart of the show floor. This is where visitors - and potential buyers - can get up close to your product.

You'll be provided with a 13amp power plug. And your product can either sit on a table or on the floor.

Please note, that the space is reserved for **products and creative demonstrations only**. Brochures and promotional materials are not permitted.

READY TO ENTER?

You can apply for the PLASA Awards from Friday 14 June to Friday 16 August 2024.

The PLASA Awards are open to all, with three investment categories:

Early bird (by 12pm Fri 2 Aug):

- PLASA Show exhibitor: £580+VAT
- PLASA member*: £840+VAT
- Everyone else: £1,100+VAT

After which, the fee increases to:

- PLASA Show exhibitor: £690+VAT
- PLASA member*: £1,010+VAT
- Everyone else: £1,320+VAT

[CLICK HERE TO APPLY](#)

*Non exhibiting





AWARDING THE PEOPLE BEHIND THE PRODUCTS

The Gottelier Award, named in memory of Tony Gottelier, celebrates the contributions of the people behind the products that have changed our industry.

A call for nominations will open in July 2024. And an online vote will decide on the winner.

Nominations and voting are open to **PLASA Show exhibitors and pre-registered visitors, PLASA members and LSi readers**. One vote per email is permitted and the results are cross-checked by the PLASA Events Manager and LSi Editor.

RULES OF ENTRY

1. Entry to the PLASA Awards is available to contracted exhibitors of PLASA Show 2024. PLASA members and non-exhibitors.

2. Products can be entered directly by the manufacturer or, with the manufacturer's permission, by an officially appointed representative exhibitor (i.e. a distributor or dealer).

3. Nominated products must have been launched after PLASA Show 2023. Products displayed at 2023's PLASA Show (unless in prototype form) are not eligible for entry.

4. To qualify, each entry must satisfy the chair of judges that it meets the PLASA Awards criteria for Innovation, clearly showing that it does at least one of the following:

- a. Demonstrates a new style of thinking
- b. Improves technical practice
- c. Introduces new technology, new materials or new techniques
- d. Includes patents or unique intellectual property
- e. Offers a new commercial advantage
- f. Improves safety

5. Each nominated product will also be considered for the Sustainability Award. For this award, judges will be looking for products which demonstrate at least one of the following:

- a. Significant reduction of power usage for its product type/application
- b. Effective use of renewable energy sources
- c. Significant reduction of environmental impact of product lifecycle

6. Each product must carry a UKCA mark if intended for sale in Great Britain. Products intended solely for sale in other markets do not require a UKCA mark, but must not be powered at PLASA Show.

7. Nominees must complete the Word document application form. This information will be made available to the judges and is your chance to promote the innovative aspects of the product.

8. The early bird entry fee for each application is £580+VAT for exhibitors, £840+VAT for non exhibiting PLASA members, and £1,100+VAT for non exhibiting non PLASA members. The early bird rate will end at 12pm on Friday 2 August. After this date, the entry fee increases by 20% to £690, £1,010 and £1,320 respectively. All entries will be acknowledged and a VAT invoice will be issued upon payment. This will cover all admin, judging expenses and power * for the product on the innovation gallery.

9. All successful nominees will make a 5-minute presentation to a panel of judges who will visit their stand or Innovation Gallery during the Sunday of the Show (1st September 2024). A suitable person must be made available to make the presentation at the allotted time. Time slots for the judges' visits will be allocated once the product has been vetted by the chair of the judges, and successfully admitted to the PLASA Awards for Innovation.

10. PLASA reserves the right to disqualify any product for non-compliance with the competition criteria.

11. All nominees accept that the judges' decision is final.

* A 13 amp UK mains supply is provided – additional power should be organised in advance, and must be paid for by the entrant. The entrant is responsible for supplying a converter to UK mains.

FREQUENTLY ASKED QUESTIONS

My product is embargoed until PLASA Show. Can I still enter?

Yes of course. The PLASA team will ensure your product is kept out of the public realm until the embargo date is passed.

What do I need to display on the Innovation Gallery?

Most entries display their product, either powered or unpowered. However, if you are unable to do this, you can display a creative model or a video on a laptop/monitor screen. However, leaving brochures is not permitted.

My product is too heavy/big for the Innovation Gallery. What can I do?

We will do our best to ensure there is floor space for your product. Please specify the weight and size in your application form.

When should I deliver my product to the Innovation Gallery?

All entries should be delivered to the Innovation Gallery on Saturday 31st August between 12pm-3pm. Please let us know in advance if you cannot make this and we will do our best to accommodate. However, space at the Innovation Gallery is first-come-first-served.

Will the Innovation Gallery be secured/monitored?

Security guards will be on patrol throughout the show. However, we recommend that you bring a lock/chain to secure items such as laptops.

When will the winners be announced?

An awards ceremony will take place on Monday 2nd September from 6pm in one of the seminar theatres (TBC).

How will my application information be used?

Your full application will be shared with the judging team. And the product overview will be published in the LSi magazine (early bird entries only) and on the show website.

**WE'RE HAPPY
TO HELP**

If you have any further questions or need assistance with your application, please contact:

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+44 (0)1323 524 122

