

2013

INNOVATION AWARD PROGRAM

The ISSA Innovation Award Program returns in 2013 with new features to bring you even more valuable exposure for your innovative products and services. Enter your top innovations for a chance to win a prestigious ISSA Innovation Award!

EXCELLENT EXPOSURE - MORE CHANCES TO WIN

- **NEW!** Five ISSA Innovation Award category winners will be selected by distributors, wholesalers, and facility service providers who vote online at ISSA.com from August 1 - November 15.

Then, five *additional* ISSA Innovation Award Visitors' Choice winners will be selected by eligible attendees who vote in the Innovation Award Showcase at ISSA/INTERCLEAN North America 2013 in Las Vegas, NV.

- Receive more than four months of exposure on the industry's most popular Web site, ISSA.com, from August 1 - November 30.
- Exhibiting entries also will be featured on the trade show floor at November 19 - 21.
- Mobile-friendly site access enables entry viewing and voting not only on voters' desktops but all mobile devices and tablets.

EFFECTIVE PROMOTION

- Reach ISSA/INTERCLEAN attendees and ISSA.com visitors by recording a showcase interview with ISSA-TV during the live video stream from Las Vegas.
- Gain valuable publicity through ISSA's comprehensive marketing plan, which includes promotion to ISSA members, industry media, and significant exposure on ISSA.com.
- Receive promotional tools including customizable Web widgets to use on your Web site.

PROVEN RESULTS

In 2012, the Innovation Award Program generated:

6,500 page views per category on average

2,300 product-literature downloads

1,500 leads from Web click-throughs, e-mails & shares

ENTRY FEE

ISSA Members: US \$2,495

Non-members: \$2,995

Contact the ISSA Sales Department at 800-225-4772; e-mail sales@issa.com, or learn more at www.issa.com/innovation.

Entry Deadline: **July 15, 2013**

The ISSA logo consists of the letters "ISSA" in a bold, blue, sans-serif font. The letter "I" is stylized with a white swoosh that curves under it and extends to the left.The words "INNOVATION AWARD" are written in a white, sans-serif font on a dark blue rectangular background.

CATEGORIES

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

Is your company's product or service ready to
GENERATE VALUABLE LEADS
and take home the top prize?

issa.com/innovation





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2013 INNOVATION AWARD ENTRY FORM

ENTRY INFORMATION

Company Name: _____

Product/Service Name: _____

Description: (50-word limit)

EACH ENTRY INCLUDES

- Up to six (6) product photos
- A 50-word description
- One (1) product literature PDF
- A link to your Web site and product demo video on ISSA.com (separate fee applies)
- Contact information or a link to request more information

PRODUCT/SERVICES CATEGORY

Cleaning Agents Dispensers Equipment Services & Technology Supplies

Images: E-mail one main image (300 x 300px maximum, .jpg format) and up to five gallery images (800 x 600px maximum, .jpg format) to sales@issa.com.

Web site URL: _____

ISSA-TV Demo Video? Yes (E-mail sales@issa.com to purchase demo video) No

Contact Name: _____

Contact Phone: _____

Contact E-mail: _____

Entry fee: ISSA Member: US \$2,495 Non-member: US \$2,995

ISSA will send separate forms to display product in the Innovation Showcase Area to the contact person above. Any questions? Contact the ISSA Sales Department at 800-225-4772; e-mail sales@issa.com.

Payable by check to: **ISSA, 7373 N. Lincoln Ave., Lincolnwood, IL 60712.**

Please note that entry is subject to acceptance of terms and conditions on the reverse side of this form. ISSA reserves the right to assign the appropriate product/services category. All submissions are due by July 15, 2013.

ALL ENTRIES DUE JULY 15



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2013 ADVERTISING TERMS & CONDITIONS

- Advertising Rates, Duration and Schedule.** Advertising is sold on a "first come" basis to ISSA member companies only unless otherwise approved by ISSA. ISSA reserves the right to adjust contracted advertising schedules as necessary to comply with these requirements and to assure equal advertising opportunities for its membership. Online and Print Advertisers shall purchase advertisements at the rate listed and for the duration specified on the Advertising Contract. 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. Prices, rates, promotions, discounts and premiums are subject to change at any time at ISSA's sole discretion without notice. This advertising contract and/or Insertion order signed by a prospective advertiser, and/or their agent, shall be construed as an offer to enter into a contract and ISSA reserves the right to accept or reject such offers.
- Payment.** For ISSA members, payment is due within 30 days of the initial invoice date. Accounts 30 days or more overdue are charged a 2 percent monthly late fee. ISSA will not accept advertising from Advertisers whose account is 60 days or more past due. Non-members of ISSA must pay for advertisements in full at the time the order is placed. Members of ISSA with past-due accounts with ISSA must also make full payment in advance of ISSA accepting the advertising. 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 print advertisements at any time upon Advertiser's failure to pay any monies due under this Agreement in a timely manner.
- Cancellation.** Cancellations of scheduled advertising must be in writing and received by ISSA 10 business days prior to the closing date of ISSAToday and scheduled start date of online advertisement. Advertising Contracts for print and online advertising canceled fewer than 10 business days prior to the closing date and scheduled start date of online advertisement require full payment at the contracted rate. Print and online advertising contracts cancelled prior to completion will incur a cancellation fee of 50 percent of the remaining contract value. ISSA reserves the right to hold the advertiser and/or its agency jointly and individually liable in the event of nonpayment for all monies due ISSA.
- Positioning.** Positioning of advertisements in ISSA Today and ISSA.com is at the sole discretion of ISSA. Any request by Advertiser for any particular position where the advertisement is to be placed in ISSA Today 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 on the Advertising Contract.
- Usage 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.
- 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 advertisement 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 to 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.
- Copyright.** All advertisements, 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 advertisements, without the express written permission of ISSA.
- Rejection of Advertisements.** ISSA reserves the right to not run any advertisement 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 advertisement, order or reservation for such advertisement at any time and to reject any URL link embodied within any such advertisement.
- Limitation of Liability.** Advertiser assumes all liability for the content of its advertisement, and agrees to hold harmless, and will indemnify ISSA from all claims, losses, judgments, and damages arising there from. 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 Agreement, is limited to the amount charged Advertiser by ISSA for the applicable advertisement. 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 advertisements 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 advertisement, whether or not issa was advised of the possibility of such damage.
- Force Majeure.** Each party to this Agreement 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.
- Assignment.** This Agreement may not be assigned or transferred by the Advertiser.
- Governing Law.** This Agreement shall be construed and governed by the laws of the State of Illinois.



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