

Below is a brief description of each award and the entry questions you can expect.

- 1. Innovation of the Year (B2B)** - for new solutions that help a business manage its self-service operation or serve its employees
 - a. Is your solution commercially available and in use today?
 - b. Please describe your innovative solution (1,500 characters max)
 - c. What makes your solution unique compared to similar offerings on the market? (5,000 characters max)
 - d. Video link
 - e. Website link

- 2. Innovation of the Year (B2C)** - for new solutions that are customer-facing and ultimately serve consumers
 - a. Is your solution commercially available and in use today?
 - b. Please describe your innovative solution (1,500 characters max)
 - c. What makes your solution unique compared to similar offerings on the market? (5,000 characters max)
 - d. Video link
 - e. Website link

- 3. Best COVID-19 Solution** - including, but not limited to, temperature screening, PPE dispensing, identity verification, touchless self-service, etc.
 - a. Is your solution commercially available and in use today?
 - b. Please describe your innovative solution (1,500 characters max)
 - c. What makes your solution unique compared to similar offerings on the market? (5,000 characters max)
 - d. Video or photo link
 - e. Website link

- 4. Reader's Choice Award: Innovator of the Year** - Person or company who consistently innovates and sets the bar for others to follow; demonstrates leadership in self-service
 - a. Nominee
 - b. Nominated by (if different from above)
 - c. Reason for nomination (5,000 characters max)
 - d. Link to nominee website or LinkedIn profile or article

\$150 entry fee for each category except Reader's Choice Award: Innovator of the Year (free entry). Please note that you will need to use a new email address with each entry if you are submitting more than one entry.

Timeline:

- Oct. 7 - Deadline for entries
- Dec. 15 - awards ceremony during the Self-Service Innovation Summit

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