ISES ESPRIT AWARDS
CATEGORY DESCRIPTIONS

BEST INDUSTRY INNOVATION

This category honors individuals or companies that have created an innovative product, concept or service introduced, redesigned or developed in 2010. Collateral materials should include information regarding concept development, implementation and result.

Order	Item	Max Characters
1	Describe the innovative product, service, concept or trend.	6000
2	Explain how and why the innovative product, service, concept or trend was developed and implemented.	6000
3	Describe what makes this innovative product, service, concept or trend innovative for the Special Events Industry.	6000
4	Explain the impact of your innovative product, service, concept or trend on the Special Events Industry.	6000

Please review the ISES Esprit Submission Instructions for further information on entering the awards.

For all written material, it is strongly recommended that entrants use a word processing program (i.e. Word) first, before entering text into this system. When your content is ready to publish (proof-read, spell checked etc.), copy and paste the text into the text box on the website and format as needed.