

## CES® Innovation Awards Program Official Rules

The CES Innovation Awards Program (“Program”) is a contest owned and produced by the Consumer Technology Association (CTA)® located at 1919 South Eads Street, Arlington VA 22202. The Program annually celebrates outstanding product design and engineering in brand-new consumer technology products. These Official Rules summarize the high-level requirements and rules of the Program. The terms of the Official Rules are binding on entrants. Void where prohibited or restricted by law.

**Application Dates:** Applications are accepted August 13, 2019 through 11:59:59 PM EDT September 13, 2019 (“Application Dates”). Entrants will be notified in mid-October, 2019 of their status.

**Eligibility and Requirements:** Program is open to any product that fits within one of the designated Innovation [Awards categories](#). For purposes of the Program, products are defined as hardware or software intended for consumer use or other consumer-oriented technologies. Products may include services.

- Products submitted must become available for sale to the public, for the first time, in U.S. retail outlets or online between April 1, 2019 and April 1, 2020.
- Entries submitted in previous years are not eligible for resubmission unless significant unique and innovative enhancements have been made to the original product and a new model is submitted. CTA reserves the right to disqualify entries at its sole discretion where significant improvements have not been made to a product or technology submitted in a prior year. If an entry of a similar model previously submitted is disqualified, entry fees will not be refunded.
- Products, including audio, video and/or live content, should be appropriate for a general audience. Explicit or simulated sex, virtual pornography, nudity and violence are prohibited. CTA, in its sole discretion, may determine if a product is not eligible for consideration.
- Entrants must submit one (1) completed application per product and pay the non-refundable application fee.
- Entry must be submitted into the relevant product category. Category descriptions can be found at <https://www.ces.tech/Events-Programs/Innovation-Awards/Honorees.aspx>.
- The same entry may be submitted into multiple product categories and is eligible to win in each category entered, provided the entry meets the requirements for the product category and a separate application fee is paid for each category submitted.
- If improperly categorized, an entry may be moved to a different category based on recommendations of the judging panel, without consent from the entrant.
- A minimum of two (2) different product photographs must accompany each entry. Photos must be submitted in a .jpg format and be less than 10MB. All photos must be submitted via the online application process.
- If the awarded company is a CES 2020 exhibitor, one (1) sample of the submitted product (prototype or final product) must be available for display in the Innovation Awards Showcase at

CES 2020, January 7-10, 2020 in Las Vegas, Nevada. Best of Innovation Honorees must allow a sample to be held by CTA for up to one (1) year.

- The Program is open to any entrant who, as of date of entry, is at least 18 years of age or older (19 years of age or older in Alabama and Nebraska).

**How to Enter:** Submit an application online at [CES.tech/Innovation](https://CES.tech/Innovation) during the application dates. Forms submitted by email or hard copy will not be accepted. Entry fees must be paid online at the time of submission. Any application not paid in full by 11:59 PM EDT September 13, 2019 will be disqualified. It is the entrant's responsibility to choose and verify the correct submission rate based on their current exhibitor or member status for their application. If an incorrect submission rate is chosen and paid at the time of entry, the entry is subject to disqualification if the balance has not been rectified by October 5, 2019.

**Entry Fees:** Entry pricing is \$750 per submission. If you are both a CES 2020 exhibitor and a current CTA member, entry pricing is \$350 per submission. Starting September 3, 2019 at 12 Midnight EDT, entry fees will increase to \$950 per submission or \$550 if you are both a CES exhibitor and CTA member.

If you are not a CES 2020 exhibitor and/or current CTA member at the time you submit your entry, you may become an exhibitor and/or member to receive a refund of the difference in entry pricing per submission up until October 5, 2019.

Entry fees are non-refundable and non-transferable.

**Winner Selection:** A panel of industry expert judges will review applications in each product category and provide a score from 1 to 10 (1 being lowest; 10 being highest) based on the set of criteria below:

Software & Mobile Apps:

- Software's intended use and functions
- Platform(s) on which the software runs
- How the software enhances the quality of life for the user
- What makes the software unique and innovative to the consumer technology market
- Does the product come to the U.S. market, for the first time, during April 1, 2019 – April 1, 2020

Sustainability, Eco-Design & Smart Energy:

- Engineering qualities
- Aesthetic and design qualities, functions and how they relate to user value
- How the product's design, aesthetics, materials, components and processes relate to environmental impact and ecological responsibility, emissions reduction, sustainability and smart resource management, energy conservation and/or other ecologically impactful functions
- What makes the product unique and innovative to the consumer technology market
- Does the product come to the U.S. market, for the first time, during April 1, 2019 – April 1, 2020

Tech for a Better World:

- Engineering qualities
- Aesthetic and design qualities
- How the product relates to a positive global impact and/or social responsibility
- What makes the product unique and innovative to the consumer technology market
- Does the product come to the U.S. market, for the first time, during April 1, 2019 – April 1, 2020

All other product categories are scored on the following criteria:

- Engineering qualities
- Aesthetic and design qualities
- What makes the product unique and innovative to the consumer technology market
- Does the product come to the U.S. market, for the first time, during April 1, 2019 – April 1, 2020

The Innovation Awards program recognizes two levels of honorees among the product categories:

- Honoree: A product that scores above the threshold set for a specific category
- Best of Innovation: Given to only the highest-rated product in each category, or to multiple, in the event of a tie. Best of Innovation in each category is not guaranteed

To evaluate an entry, CTA or Program judges may ask for additional information.

The opportunity to be selected as an Honoree is dependent on the number of eligible entries received. Award designation is subject to proof of current and continued compliance with Official Rules and approval by CTA.

**Award Timeline:**

- **September 13, 2019:** Applications due
- **Mid-October:** Notified by email of award status

**Honoree Reveal:**

- **October 17, 2019:** Honorees from Denmark, Estonia, Finland, Germany, Netherlands, Belgium, Norway, Sweden and United Kingdom will be revealed at [CES Unveiled Amsterdam](#)
- **October 22, 2019:** Honorees from France revealed at [CES Unveiled Paris](#)
- **November 7, 2019:** All other honorees revealed at [CES Unveiled New York](#), and all honorees will be posted on [Innovation Awards page on CES.tech](#)
- **January 5, 2020:** Companies who select in their application to keep their award confidential until this date will be listed on the [Innovations Awards page on CES.tech](#)

For a list of winning products/companies (available after January 5, 2019), send your request with a self-addressed, stamped envelope to Consumer Technology Association, CES Innovation Awards Program, 1919 S. Eads St., Arlington, VA 22202.

**Award Benefits:**

- CTA will provide the appropriate logo and usage rights for the award(s) granted
- Innovation Awards trophy

- Industry-wide recognition through media promotion
- Exposure on the official CES website
- Opportunity to display your product in the Innovation Awards Showcase at CES. Note: product display for official CES 2020 exhibitors only
- Listing in the January/February issue of *It Is Innovation (i3)*, CTA's flagship publication distributed to over 51,000 readers and bonus distribution at CES 2020. Note: i3 listing for official CES 2020 exhibitors only
- Discounts on advertising opportunities in CTA's *It Is Innovation (i3)* magazine

Total estimated maximum ARV of all awards: \$35,000. Program Awards are non-transferable prizes. No cash redemptions. No substitutions, except that CTA reserves the right to substitute an award of equal or greater value. All awards will be granted provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received.

**Privacy Statement:** CTA is collecting personal information in the entry form for the purpose of entering the Program. CTA will collect and process this information in the United States pursuant to these Official Rules and the legitimate interests of CTA for Program entry. In order to enter the Program, this information is required. By submitting information in the entry process, you consent to your personal information being processed and used for the specific purposes set forth below:

- CTA will retain this information for seven (7) years.
- Entrants are required to supply contact information at the time of entry including, but not limited to name, phone number, mailing address and email address.
- Information collected during Program entry will be used to send transactional emails and correspondence directly related to the Program and to process Program entries. Additionally, the information may be shared within CTA to use for outreach on CTA membership and CES sales and will be shared with third parties directly related to the Program as detailed in the next point.
- The information will be shared within the United States with CadmiumCD located at 19 Newport Drive, Ste. 101, Forest Hill, Maryland 21050, as the data processor for this Program. The information will be shared with Program judges for honoree selection. The information will be shared with CTA's *It Is Innovation (i3)* team and agents under contract via confidential and secure methods for the purpose of marketing opportunities for the magazine. CTA may disclose personal information to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- Personal information collected and processed with appropriate security following applicable data privacy and protection laws/regulations.
- Please familiarize yourself with CTA's full [Privacy Policy](#), incorporated into these Official Rules.
- If you need to correct information or obtain a copy of the information you have submitted, please send a verifiable request to [Privacy@CTA.tech](mailto:Privacy@CTA.tech). Where applicable, you have the right to request that we delete any of your personal information collected and retained, subject to

certain exceptions. A request for deletion of submitted information will render that entry ineligible for the Program as we require certain information to process and retain Program submissions. Voluntary withdrawals of this nature will not receive a refund.

If you are entering personal information on behalf of anyone other than yourself, you represent that you are authorized to complete this Program entry and that the information you provide is accurate. You agree to be solely liable for damages as a result of any information you provide. You agree to indemnify and hold harmless CTA, its officers, directors, employees, agents and affiliates from all liability, damages, judgments and costs (including reasonable attorneys' fees) for any claims brought by or on behalf of any third party arising from your conduct, misconduct or negligence in completing a Program entry on another's behalf.

**Rights Granted to CTA:** CTA reserves the exclusive right to interpret all conditions regarding this Program without claim for damage or recourse of any kind. Except where prohibited and subject to confidentiality limitations, by entering the Program you agree that CTA may use your company name, information submitted through the entry process (excluding PII), detailed description of your company/product, website and photographs of products ("Submission Features") throughout the world, in perpetuity, in any media, without limitation or compensation to you or your company. By entering the Program, you waive privacy/publicity rights and other legal or moral rights that might preclude CTA's use of the Submission Features, and you agree not to sue or assert any claim against CTA relating to their use of the Submission Features.

Each company selected as an Honoree grants CTA permission, without compensation or prior approval, to use its Submission Features in promoting this or similar awards programs in the future.

**Restrictions and Additional Information:** By entering, you agree to abide by these Official Rules and the decisions of CTA, which will be final and binding on all matters relating to the Program. By entering, the Entrants agree to waive any right to claim ambiguity or error in these Official Rules.

- i. Employees of CTA, its subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Program, and members of the immediate families (defined for these purposes as parents, children, siblings, spouse and domestic partners) or households (whether related or not) of any of the above are not eligible to participate.
- ii. CTA and its clients, officers, directors, agents and employees are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) errors or delays in transmission; (4) any condition caused by events beyond the control of CTA which may cause the Program to be disrupted or corrupted; (5) any losses or damages caused by participation in the Program or acceptance or use of the prize; or (6) any printing or typographical errors in any materials associated with the Program.
- iii. By applying to the Program, you represent and warrant that (a) you own all rights in your product or have the necessary licenses to intellectual property used in your product; (b) your product does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; and (c) your product does not contain any defamatory,

libelous, illegal, dangerous or sexually-explicit material. It is the entrant's responsibility to properly attribute any and all trademarked or copyrighted terms used in their application.

- iv. CTA reserves the right to limit, restrict, or disqualify participation in the Program at any time for any reason. Specifically, CTA may prohibit you from participating in the Program, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant or CTA; in a manner that endangers the safety or well-being of any person; or (c) in any other disruptive manner. CTA decisions are final and binding.
- v. CTA reserves the right to rescind any awards granted to honorees who have misrepresented their product or entry in this Program.
- vi. CTA reserves the right in its sole discretion to cancel, terminate or suspend this Program should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CTA and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Program.

**Disputes and Governing Law:** By participating, entrants permanently and irrevocably release, indemnify, and hold harmless, CTA and its officers, directors, employees, agents and all others associated with the development and execution of this Program from and against any injury, loss or damage caused or claimed to be caused by your participation in the Program and/or the acceptance, awarding, receipt, use and/or misuse of the award, including without limitation personal injury, death, and/or property damage. Entrants agree that CTA is not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Program and/or the award(s). If product samples or company materials are supplied to CTA for inclusion as part of CES Innovation Awards-related display opportunities, you agree to indemnify and hold CTA harmless against any claim, liability, loss, damage or expense to the supplied samples or materials with the exception of gross negligence or intentional misconduct on the part of CTA. Honorees must insure all products/display items for full value. In the event that the preceding release and indemnity clauses are determined by a court of competent jurisdiction to be invalid or void for any reason, entrant agrees that, by entering the Program, (i) any and all disputes, claims, and causes of action in connection with the Program, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Program, but in no event attorney's fees; and (iii) any entrant hereby waives all rights to claim, indirect, punitive, incidental, special, exemplary or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of CTA or entrants in connection with the Program, shall be governed by the laws of the Commonwealth of Virginia, without giving effect to any choice of law or conflict of law rules. Entrants consent to the exclusive jurisdiction of the State and Federal courts in the Commonwealth of Virginia.