STMA introduces Innovative Awards Program for Commercial members

STMA recognizes that new technology and advancements in science, equipment, products and services continue to improve the sports turf management profession. To acknowledge those companies that are leading the evolution of the industry, STMA has created the Innovative Awards Program.

Any STMA Commercial member who is exhibiting at the upcoming Annual Conference and Exhibition is eligible. The company must display the product, service or technology at the STMA Exhibition. One submittal per company is allowed annually.

To qualify, the product, equipment, service or technology must have been introduced for sale between the close of the current year’s STMA show and the close of next year’s STMA show. To be considered for the STMA Innovative Awards, the product, equipment, service or technology must substantially enhance the efficiency and effectiveness of the Sports Turf Manager while making playing surfaces safer and more playable for athletes.

Applications are due October 1, 2010. All submittals must be made electronically. Please follow the directions noted on the form that can be found at www.STMA.org, Awards page. Videos, photos and other media may be linked to the form for a comprehensive submittal.

The selection process consists of a panel of STMA non-commercial members representing all categories of membership to judge the entries. In any given year, there may be one or more winners. The panel of judges will make an award to those companies whose service, product, technology or equipment thoroughly meets the definition of innovative described above.

The winner(s) will be kept confidential until announced during the first day of the trade show at the Annual Conference (Austin, TX January 13, 2011). STMA will recognize the winner(s) with:

- a special announcement during the trade show
- a special logo that the company can use in the promotion of the winning product, service, technology or equipment
- publicity via STMA communication vehicles and conference press releases
- special signage at the winner(s) booth(s) in the STMA Exhibition.
- verbal and visual recognition during the Annual STMA Awards Banquet.

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