

## *AE50 Product Awards Entry Guide*

The submission deadline is posted at [www.asabe.org/AE50](http://www.asabe.org/AE50). Winners will be recognized at the upcoming February AETC conference. As noted below, you may submit any product that was first made available for purchase or ordering during the current calendar year. If the product is not available for shipping by the end of the year, customers must be able to place an order in that timeframe. Please note that an award may be withdrawn if the product is not made available for purchase in the required time frame.

**Please see the *Frequently Asked Questions (FAQ)* at the end of this form**

### **Required information for application**

#### **Contact information**

#### **Exact product name and company information**

**New Product or Major Modification** on an existing product, elaborate if modification

**Abstract:** Include a summary description of your product (approximately 125 words, minimum 100 words). The first sentence of this abstract should be a concise description of the innovation. The second sentence should cover the most unique feature or major benefit of the innovation. If your entry represents a major modification of an existing product, the abstract must clarify this modification. Please be aware that, if your product qualifies for an award, the abstract will be used in the magazine announcement of the winners and in the script for the award presentation.

#### **Official product trademark, name, model, and/or series**

**On what date did the product first become available for purchase?** The product must be publicly offered for sale for the first time between January 1 and December 31, of the current year. If the product is not available for shipping by the end of the year, customers must be able to place an order in that timeframe. Products still in the development stage by the end of this year do not qualify. Limited sale of prototypes does not qualify. An award may be withdrawn if the product is not available for purchase in the required time frame. See FAQ section at the end of this document for clarification.

#### **Date when product was or will be first available for ordering or purchase**

#### **Website where product is offered for sale**

**Which area of principal use is this product or system designed for,** e.g., any part of the production, processing, or marketing of an agricultural or biological product, or for use in developing a biological organism?

**Does this product qualify as a component, machine, or system?** You may enter an entire machine or system, or its most innovative component, but not both. Only one component per machine may be submitted. Any attachment that is designed for use with a specific machine and introduced with it is considered part of the machine. See FAQ section at the end of this document for further clarification.

**Is the product an application of new technology or a new application of existing technology?** Explain why it is considered new technology, or what makes the application of old technology innovative. The product must be new to the industry, not just new to your company

**Why is this product a worthwhile contribution to advancing engineering in agricultural, food, and biological systems?** Be specific. Provide quantitative physical data or comparisons that prove the advantages of this new product over existing technology. Words like bigger, better, wider, faster, or more productive are not sufficient. Lack of proper information will lower your score.

**What innovative techniques were used to develop this product or system and how did they influence the results?**

**Which markets or industries will benefit from this development and how will they benefit?**

**How large is the total estimated market (in dollars and/or units)?**

**What is the retail price of the product or system?**

**Has a patent been issued or applied for?**

**Is the product trademarked or registered?**

**Is there a similar product or machine offered by a competitor?** If yes, elaborate on the competitive models. How is your product superior to the competition?

**Include product literature and diagrams**

**Include a high quality image (at least 1 mb in file size, 300 dpi)**

**Include a promotional video, featuring the product, no longer than 30 seconds, share via YouTube link.** The video should include voiceover or text that identifies the product/process, the manufacturer, and the benefit represented by product/process. The video will be used to better understand the product/process and will help us understand your product. The video should focus on the technology advancement, not the company brand.

## **Frequently Asked Questions**

**Question:** *Can I submit entries for both a component and a product containing the component?*

**Answer: No**, you must decide which to submit: the component as a stand-alone entry, or the complete machine. (Limit one component per machine.)

**Question:** *How do we decide whether to submit the complete machine or the most innovative new component?*

**Answer:** If the major innovation is the new component, you would normally increase the chances of winning by submitting the component, especially if it is also used on other machines. If there are multiple components or features of the machine that are new and innovative, the machine would be the logical choice.

**Question:** *We offer an add-on, optional product that is not an integral part of the machine. Can we also submit the add-on if we submit the machine?*

**Answer: Yes, but only** if the component or device is available as an **option** on multiple machines and is not an integral part of the machine (i.e. it is an add-on feature not needed for the machine to function). If the component, device, or attachment is designed as an option for use **only** with the machine submitted, not for multiple machines, it cannot be submitted.

**Question:** *We have an innovative new component on a machine we are submitting to this year's competition. This component is also on other machines that we aren't submitting. Can the component be submitted in addition to the whole machine?*

**Answer: No**, unless it falls in the category of an add-on as described above.

**Question:** *What is meant by the date first available for purchase?*

**Answer:** Your product must have been offered for sale for the first time between January 1 and December 31 of this year. This means that by the end of the year the design of the product is completed, the product is currently in production or scheduled soon (if not already available), and it has been announced to the marketplace. If the product is not available for shipping by the end of the year, customers must be able to place an order in that timeframe. An award may be withdrawn if the product has not been made available for purchase in the required timeframe. Prototypes that are still in the development stage do not qualify until they are ready for full production.

**Question:** *We have a new or improved machine series. Can we submit multiple machines from the series as separate entries?*

**Answer: No.** If a machine series shares common traits including the innovative new features but offers different options, transmissions, wheel-types, size of some parts, etc., the series should normally be submitted, not each of the machines in the series. If only one machine in the series represents significant innovation, that machine should be submitted either as a single machine or for one of the components.