



The BCA Innovative Product of the Year Awards Program

The Billiard Congress of America is pleased to announce a new program to recognize the efforts of manufacturers and suppliers who are developing new products for the billiard and home leisure industry.

What's the criteria?

The program is open to all BCA member exhibitors at the August 2 – 4, 2017 BCA Billiard & Home Leisure Expo in Las Vegas.

- Product entries must have been introduced to the trade after 8/1/16.
- Entries must be working equipment; no prototypes or “mockups.”
- Product entries must be in production and available for sale/shipment by the 2017 BCA Billiard & Home Leisure Expo.
- No props or product enhancements are permitted to accompany the entry, unless sold that way.

How do I enter?

- Assuming the above criteria is met, BCA member exhibitors may submit four entries for the 2017 BCA Billiard & Home Leisure Innovative Product of the Year Awards Program.
- Fill out the form by the deadline of June 15, 2017.

How much does it cost to enter?

- There is a \$99 entry fee for up to four entries annually.

Entry display details:

- Exhibitors must display entry/entries in their booth.
- The BCA will provide a marketing “graphic” to be displayed with each entered product in exhibitor’s booth.

How does the judging process work?

- The BCA Expo committee will assemble a committee of retailers and room operators (buyers) attending the 2017 BCA Billiard & Home Leisure Expo to judge the products.
- The pre-selected committee will judge the products based on pre-determined criteria emphasizing innovation, quality and value to the industry and consumer.
- Awards will be given for first, second and third place.
- **Winners announced at 4:00 p.m. on August 3, 2017.**

Why participate?

- All eligible entries will be promoted via ebcasts to retailers and room operators prior to the 2017 BCA Billiard & Home Leisure Expo.
- A list of participating companies will be prominently displayed on the 2017 BCA Billiard & Home Leisure Expo website – before and after event.
- A “Innovative Products of the Year Buying Guide” will be distributed to all 2017 BCA Billiard & Home Leisure Expo attendees.
- The 2017 BCA Billiard & Home Leisure Expo Official Expo Directory will feature an Innovative Products of the Year Awards section.
- All eligible entries will be featured in the fall edition of the *BCA Insider*.
- A PR announcement of winners will be distributed to consumer publications (with photos)

What do the top three vote getters receive?

- The Top three vote getters will be recognized as BCA Innovative Product of the Year Award Winners.
- The top three winners will get rights to use “BCA Innovative Product of the Year – First Place”, etc. in their marketing materials.
- The BCA will create logos for each of the top three products for the exhibitors to use to promote their winning products.
- Winners will also receive a plaque of honor.