



BCA Innovative Product of the Year Program

New products drive the market and build excitement. Innovation through design, technology and service create a competitive edge for individual companies and make the industry stronger. As a supplier or manufacturer, the BCA Innovative Product of the Year program recognizes the commitment to advancing the billiard and home leisure industry and provides you with advance, on-site and post-Expo publicity.

What's the criteria?

The program is **open to all BCA member exhibitors** at the July 11 – 13, 2018 BCA Billiard & Home Leisure Expo in New Orleans.

- Product entries must have been introduced to the trade after 8/1/17.
- Entries must be working equipment; no prototypes or “mockups.”
- Product entries must be in production and available for sale/shipment by the 2018 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 up to four entries for the 2018 BCA Billiard & Home Leisure Innovative Product of the Year Program.
- Fill out the [form](#) by the **deadline of June 1, 2018**.

How much does it cost to enter?

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

Why participate? All eligible entries will receive:

- Promotions via eblasts to retailers and room operators.
- A prominent company listing on the 2018 BCA Expo website – before and after event.
- Inclusion in the “Innovative Products of the Year Buying Guide” distributed to attendees.
- A feature in the official Expo Directory Innovative Products of the Year Awards section.

In addition to the above, winners will be announced during the BCA Expo, receive exclusive marketing promotions for winning and will be quoted and spotlighted in a follow up article in the Fall edition of the 2018 *BCA Insider*.

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 2018 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.
- **The top three products will be announced during the 2018 BCA Expo.**

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 during the BCA Industry Social.
- The top three winners will get rights to use “BCA Innovative Product of the Year – First Place” or “BCA Innovative Product of the Year Merit” in their marketing materials.
- The BCA will create logos for the companies with the top three products to use in their marketing efforts.
- Winners will also receive a plaque of honor.

Get started today, and fill out the [form](#).

“It’s challenging to put into words how much the awards and the BCA show in general mean to us. There were so many other great manufactures competing for the award that we simply tried to put our best foot forward and hope for the best while having some fun along the way.”

- Joe Pucci, President of American Heritage and First Place Winner for the Duel Height Stools