



DSE 2020 APEX Awards Submission Information

This document is for **REFERENCE PURPOSES ONLY** in order to help you prepare your submission. DO NOT submit for entry. All projects must be submitted via our online entry form.

ABOUT THE AWARDS COMPETITION

The DSE APEX Awards, presented by the Digital Signage Federation, recognize and honor achievement in the creation and installation of compelling viewer content and interactive technology.

Since inception, the APEX Awards have honored hundreds of companies for innovative projects that have met and/or exceeded project goals while providing meaningful ROI and ROO for clients, thereby advancing the digital signage industry.

WHY YOU SHOULD ENTER

- Gain recognition in the industry as a cutting-edge technology leader
- Compete against your peers and share industry best practices for installation, content creation and deployment
- Create word-of-mouth buzz for your nominated project at our popular Networking Reception
- Showcase your project in our APEX Awards Gallery Wednesday (4/1) and Thursday (4/2) on the show floor
- Receive a project profile on the [Digital Signage Federation](#) website
- Publish your case study on [Digital Signage Connection](#) after the show

NOMINATION SUBMISSION PROCEDURES

For your convenience, the entry form is in digital format. Upon submission, you will receive a confirmation email as proof of your entry.

To help expedite your entry process, please review the full **NOMINATION SUBMISSION** questions ([starting on page 7 of this document](#)) before completing the digital nomination form at this link: <https://exponation.wufoo.com/forms/zayopym1kbjp6e>.

HOW TO QUALIFY

Nominees must have a new or current digital signage or interactive technology program installed between November 1, 2018 and October 31, 2019. Updated content for existing digital signage installations that began running during the same time period will also qualify.

Projects that are under NDAs (confidentiality agreements) do not qualify for entry.

WHO MAY NOMINATE AN AWARD

The nominating companies can be:

- the venues where the installation/content is/was housed (**recommended**)
- the architects and/or design firms who conceived the project
- the technology providers that provided the installation hardware and/or software
- the system integrators who did the installation

A single company is permitted to submit multiple nominations for separate projects

**NOTE: Duplicate entries will be combined.*

IMPORTANT DATES – SUBJECT TO CHANGE

July 24, 2019 – Call for entries opens

December 18, 2019 – Deadline to submit entries

February 25, 2020 – Finalists announced

April 1, 2020 – 16th Annual DSE APEX Awards Ceremony, Las Vegas

PRESENTATION AT NETWORKING RECEPTION

The awards will be presented during the ceremony on Wednesday, April 1 at 6:00 pm, which immediately follows our popular Networking Reception (5:00 – 6:00 pm). While finalists will be announced prior to DSE, Gold Award winners will not be notified ahead of time.

All nominees are strongly encouraged to make plans to attend the awards ceremony and have a speech prepared in case you are announced as a Gold winner.

ENTRY FEES

Early Bird – \$145 per nomination (through October 4, 2019)

Regular Fee – \$195 per nomination (October 5, 2019 through December 18, 2019)

Change Request Fee – If there is a request to modify an original entry, there will be an additional \$75 fee imposed that must be paid before the change is made. This includes wording, images and video. No changes can be made after the entries have been submitted to the judges.

Entry fees must be paid in full by December 18, 2019. Any nominees that have not submitted payment by this date will be disqualified. Entry fees are non-refundable (includes withdrawn entries).

AWARD CATEGORIES

The DSE APEX Awards will be awarded to three outstanding entries – Gold, Silver and Bronze – in a total of **12** categories listed below. Additionally, the APEX Installation of the Year, APEX Integrator of the Year and APEX Content of the Year Awards will be presented to three overall winners.

Corporate Environments

(external or internal corporate communication installations, including office building lobbies)

DOOH Networks

(This APEX Award honors the most creative, strategic and innovative campaigns in digital-out-of-home networks and media. Eligible entries may be campaigns across multiple networks or a single network that supports one or many campaigns. Nominations should not simply be a specific technology or platform.)

Educational Environments

(colleges, schools and universities)

Entertainment & Recreation

(amusement parks, casinos, fitness centers, golf courses, movie theaters, national/state parks, art galleries, museums, dedicated digital art installations)

Experiential Design & Planning

(installations that captivate users with multiple displays and technologies that create an environment of interactivity and virtual experiences)

Healthcare Environments

(hospitals, clinics, doctors' and dentists' offices)

Hospitality

(hotels, cruise ships, motels)

Public Spaces

(interior/exterior installations in multi-branded shopping or gathering places such as malls, city squares/plazas)

Restaurants, Bars and Foodservices

(QSR, Fast Casual, specialty restaurants, bars & nightclubs)

Retail Environments

(all retail stores including grocery and convenience stores)

Transportation

(airports, subway/train stations, airplanes, rail cars, buses & bus shelters, taxis)

Venues

(stadiums, arenas, amphitheaters, convention centers, performing arts centers)

Three Overall Winners

Installation of the Year: The APEX Installation of the Year Award honors the most innovative use of hardware, software, and content as a whole. This project entry should be a shining example of digital signage spectacle, measurable business impact, and experiential design and execution. The submission must outline the objective and clearly show how the solution accomplished that goal.

Integrator of the Year: This APEX Award honors the company that had the most successful overall year, with multiple project installations that achieved goals based on the criteria of challenge, creativity, ROI and ROO. The award will be based on three or more primary projects completed since October 2018. A narrative for each project is required with the submission. Each narrative should include project scope, project objectives, images and proof of success from the point of view of the customer, user, and integrator. Projects submitted for Integrator of the Year do not need to have been included as another APEX Award entry.

Content of the Year: As they say, content is king, and the APEX Content of the Year Award is reserved for the project deployment that best transcended its physical technology and created a meaningful experience for the audience or end user through valuable messaging and creative message delivery.

CRITERIA FOR JUDGING

Nominated installations and content will be evaluated by a panel of independent industry judges who are members in good standing of the Digital Signage Federation. Projects will be judged on:

Challenge – What was the objective of the installation? What was the size, scope or unique requirements of the deployment? What strategies were used to design the installation, and what technology was deployed to ensure a successful implementation?

Creativity – What differentiates digital signage content is the ability to direct messaging to a specific audience for a specific purpose. Was the installation design and/or content original or imaginative? More importantly, does the visual take advantage of digital signage and meet the objective outlined in the objective statement?

Result – Depending on the project, success may be judged by return on investment (ROI) or return on objective (ROO). To what extent did the digital signage or interactive technology deployment and/or content meet either quantitative or qualitative goals and objectives of the installation and benefit the viewer?

NOTIFICATIONS & TROPHIES

Finalists will be notified on or before **February 25, 2020**. You are encouraged to notify all partners involved with your project to ensure proper credit. Only the project/venue nominee will receive a trophy if named a finalist. Additional trophies may be ordered for all partners (including the nominating company) after the show.

PHOTO/VIDEO REQUIREMENTS

Photos and videos help our judges with scoring each entry as they are able to see how the installation and/or content displays in real life. The better picture you are able to paint for the judges, the better they will fully understand the installation/content, which will lead to higher scores.

Photos

A minimum of one (1) photo is required, and the maximum is five (5). Photos should be large-format and high-resolution (300 dpi) ONLY. Professional photos are highly recommended. Low-resolution images will automatically disqualify your entry.

Videos

A minimum of one (1) video is required, and the maximum is two (2). Your video submission must be HD, no longer than 5 minutes, and preferably an MP4 which will be uploaded via our online submission form. **SUBMITTING LINKS TO VIDEOS HOSTED ON YOUTUBE, VIMEO OR OTHER SITES WILL NOT BE ACCEPTED.**

If recorded on an iPhone or Android device, the video must be shot in landscape orientation. Videos must not contain any profanity.

Your video should explain: 1) the project objective; 2) the technology solution(s) used in the deployment of your digital signage display or network; 3) the content displayed on the screens, and; 4) how the content met the objective of the project.

An APEX Awards committee member will review the submission and, if approved, the submission will appear as part of the submission materials, and segments of the video may be played during the Awards Ceremony at DSE.

For video examples of APEX Award-winning projects, visit Digital Signage Connection's Case Studies page [here](#) to get a feel for submissions from past winners and finalists.

PHOTOS AND VIDEOS

File Naming

Make sure to clearly identify your company and entry name in the file names of your photos and videos. Do not have spaces between the words of your file name. Use underscores or hyphens if needed.

Example - Please name your files in this format:

CompanyName_ApexAwards_CategoryName_EntryName.extension

A correct filename would be:

XYZcompany_ApexAwards_Education_DSEHighSchool.jpg

***If you are submitting more than one photo or video file, please append the number 1 or 2, etc. at the end of the filename.**

Example - XYZcompany_ApexAwards_Education_DSEHighSchool_1.jpg

Example - XYZcompany_ApexAwards_Education_DSEHighSchool_2.jpg

DIRECTIONS FOR UPLOADING FILES

PHOTOS - You may upload a maximum of five (5) individual photo files using the uploader buttons located in Section 5 of the nomination submission form. Click "Browse" and then select the appropriate file(s) on your computer.

Photos should be large-format and high-resolution (300 dpi) ONLY. Professional photos are highly recommended. Low-resolution images will automatically disqualify your entry.

VIDEOS - After you submit your nomination form, you will be taken to a completion page where you will find a video upload form. Fill in the company information. Then, click "Browse" and select the appropriate file(s) on your computer. All video files will be submitted to a secure server that is managed by Digital Signage Expo and hosted by ShareFile.

You may upload a maximum of two (2) video files. **SUBMITTING LINKS TO VIDEOS HOSTED ON YOUTUBE, VIMEO OR OTHER SITES WILL NOT BE ACCEPTED.**

For more information, contact:

Cassie Cantrell
APEX Awards Manager
ccantrell@exponation.net
(770) 817-5913

APEX AWARDS ONLINE SUBMISSION FORM QUESTIONS

To help expedite your entry process, below are the questions that are on the online form. The information is for **REFERENCE ONLY**. Do not submit this document for your entry.

ONLINE NOMINATION FORM QUESTIONNAIRE

RELEASE OF LIABILITY FOR JUDGING MATERIALS

I (copyright owner or authorized representative of copyright owner) am warranting and representing that I (copyright owner or authorized representative of copyright owner) possesses all rights to the case studies, photographs, videos and any other additional materials submitted for judging, and hereby indemnifies and holds Exponation LLC (the producers of DSE and the APEX Awards) and their licensees and assigns, harmless from and against any and all claims, damages, liabilities, costs, and expenses arising out of the use of aforementioned materials.

I AGREE *(required to proceed with application)*

PART 1: NOMINATING COMPANY

- Company Name
- Contact Name
- Job Title
- Address
- Phone Number
- Email
- Website URL
- Does your company have a Public Relations firm representing it?
 - YES
 - NO
- If yes, please include all contact information below for press release correspondence (contact name, phone, email, etc.)
- Facebook/Twitter/LinkedIn Pages
- What role did your company play in the installation?
 1. Integrator
 2. Technology Provider
 3. Content Provider
 4. Architect/Design Firm
 5. Other (Please explain)
- Please list all partners involved with the project. NOTE: If you are selected as a winner, additional trophies may be purchased for your partner companies at an additional cost after the show.

PART 2: NOMINEE (END-USER VENUE)

- Venue/Project Name
- Contact Name
- Job Title
- Address
- Phone Number
- Email
- Website URL
- Facebook/Twitter/LinkedIn Pages

PART 3: NOMINEE CATEGORIES (Please check ONLY ONE.)

- **Corporate Environments**
(external or internal corporate communication installations, including office building lobbies)
- **DOOH Networks**
(This APEX Award honors the most creative, strategic and innovative campaigns in digital-out-of-home networks and media. Eligible entries may be campaigns across multiple networks or a single network that supports one or many campaigns. Nominations should not simply be a specific technology or platform.)
- **Educational Environments**
(colleges, schools and universities)
- **Entertainment & Recreation**
(amusement parks, casinos, fitness centers, golf courses, movie theaters, national/state parks, art galleries, museums, dedicated digital art installations)
- **Experiential Design & Planning**
(installations that captivate users with multiple displays and technologies that create an environment of interactivity and virtual experiences)
- **Healthcare Environments**
(hospitals, clinics, doctors' and dentists' offices)
- **Hospitality**
(hotels, cruise ships, motels)
- **Public Spaces**
(interior/exterior installations in multi-branded shopping or gathering places such as malls, city squares/plazas)
- **Restaurants, Bars and Foodservices**
(QSR, Fast Casual, specialty restaurants, bars & nightclubs)
- **Retail Environments**
(all retail stores including grocery and convenience stores)
- **Transportation**
(airports, subway/train stations, airplanes, rail cars, buses & bus shelters, taxis)
- **Venues**
(stadiums, arenas, amphitheaters, convention centers, performing arts centers)

PART 4: NOMINATION DETAILS

Overview - Describe in fewer than 75 words the key aspects of this entry, including where the installation is located, what its physical highlights are and what it accomplished in terms of challenges overcome or results achieved. This information will be used to profile each entry at DSE and during the awards event (may be edited for clarity and space).

Background/Objectives – Describe the entry and goals behind the deployment. Answer the questions who, what, where, when and why. (maximum 150 words)

Problems/Changes - Describe difficulties or hurdles encountered. (maximum 150 words)

Solutions - Describe how the challenges were overcome. (maximum 150 words)

Results – Describe the measurable impact of the entry on the client and/or customers (i.e., uptick in sales, reduction in perceived wait time, improved attendance, etc. (maximum 150 words)

PART 5: PHOTOS

Please note: once you complete this form, you will be directed to a page on the DSE website to upload your required video.

Please provide photo captions in the space below: (i.e. IMAGE 1 - Description, IMAGE 2 - Description, etc.) Please submit large, high-resolution files.

Please include an .EPS file of the nominating company's logo.

PART 6: AUTHORIZATION

If your entry is selected as a finalist, would you or a representative of your company be willing to present a 30-minute case study on your entry during the conference?

YES NO

I hereby authorize Exponation (parent company of DSE and Digital Signage Connection) to publish my entry and accompanying photos on their websites and e-newsletters.

YES NO

I hereby authorize Exponation to publish the accompanying photos/videos in promotional brochures and related show materials.

YES NO

I hereby authorize Exponation to publish my video entry on its respective websites.

YES NO

I hereby authorize Exponation to publish my video entry on its YouTube channel.

YES NO

I hereby authorize Exponation to publish my entry's photos to Flickr for the express purpose of allowing members of the press to download and publish these photos to incorporate them in stories featuring APEX Award finalists or winners.

YES NO

IMPORTANT: In the event that you are selected as a finalist, please state below EXACTLY how you would like for your company name and your client's/project name to appear on the award.

- Nominating Company Name (max 50 characters)
- Project/Venue Name (max 100 characters)

By checking the box and typing my name below, I am electronically signing my authorization.

NOTE: You will be prompted to upload you video after you click submit.

I hereby authorize this entry for the DSE 2019 APEX Awards and understand that my entry is not complete until payment has been received.

***ELECTRONIC SIGNATURE OF APPLICANT HERE**

PAYMENT INFO WILL BE REQUIRED AFTER YOU SUBMIT THE FORM. ALL MAJOR CREDIT CARDS ARE ACCEPTED. IF MULTIPLE NOMINATIONS, EACH NOMINATION ENTRY REQUIRES A SEPARATE ENTRY FEE.

ENTRY FEES

Early Bird – \$145 per nomination (through October 4, 2019)

Regular Fee – \$195 per nomination (October 5, 2019 through December 18, 2019)

Change Request Fee – If there is a request to modify an original entry, there will be a \$75 charge imposed to be paid before the change is made. This includes wording, images and video. No changes can be made after the entries have been sent to the judges.

Entry fees must be paid in full by December 18, 2019. Any nominees that have not submitted payment by this date will be disqualified. Entry fees are non-refundable.

Updated 7/22/19v2