Association for Continence Professionals	SF7119 **ACP Industry Innovation Award Application**

The 'ACP Industry Innovation Award' is awarded by the ACP and is for new innovations only.

- Entry is open to any company exhibiting at this year's ACP Conference, that has launched a new continence related product/innovation since the last ACP Conference
- Companies may submit more than one product for the Award, as long as it fulfils the entry criteria.
- The product category winner is entitled to use the ACP Industry Innovation Award logo on related product literature, packaging and website information for the lifetime of that award winning product.
- Entry is free but must be submitted to Fitwise electronically by Friday midday, three weeks prior to the event. It is the responsibility of the company to ensure that the entry has been received by this time. Any entry received after the deadline will not be considered.
- Judging will take place prior to the Conference and will be undertaken by an experienced panel that will include a range of bladder and bowel specialist practitioners. The judges' decision is final.
- Submissions must be made on the form below and must not exceed the word limit. Companies may also submit a video demonstrating the use of the innovation, if they wish. The video must not exceed three minutes in length.

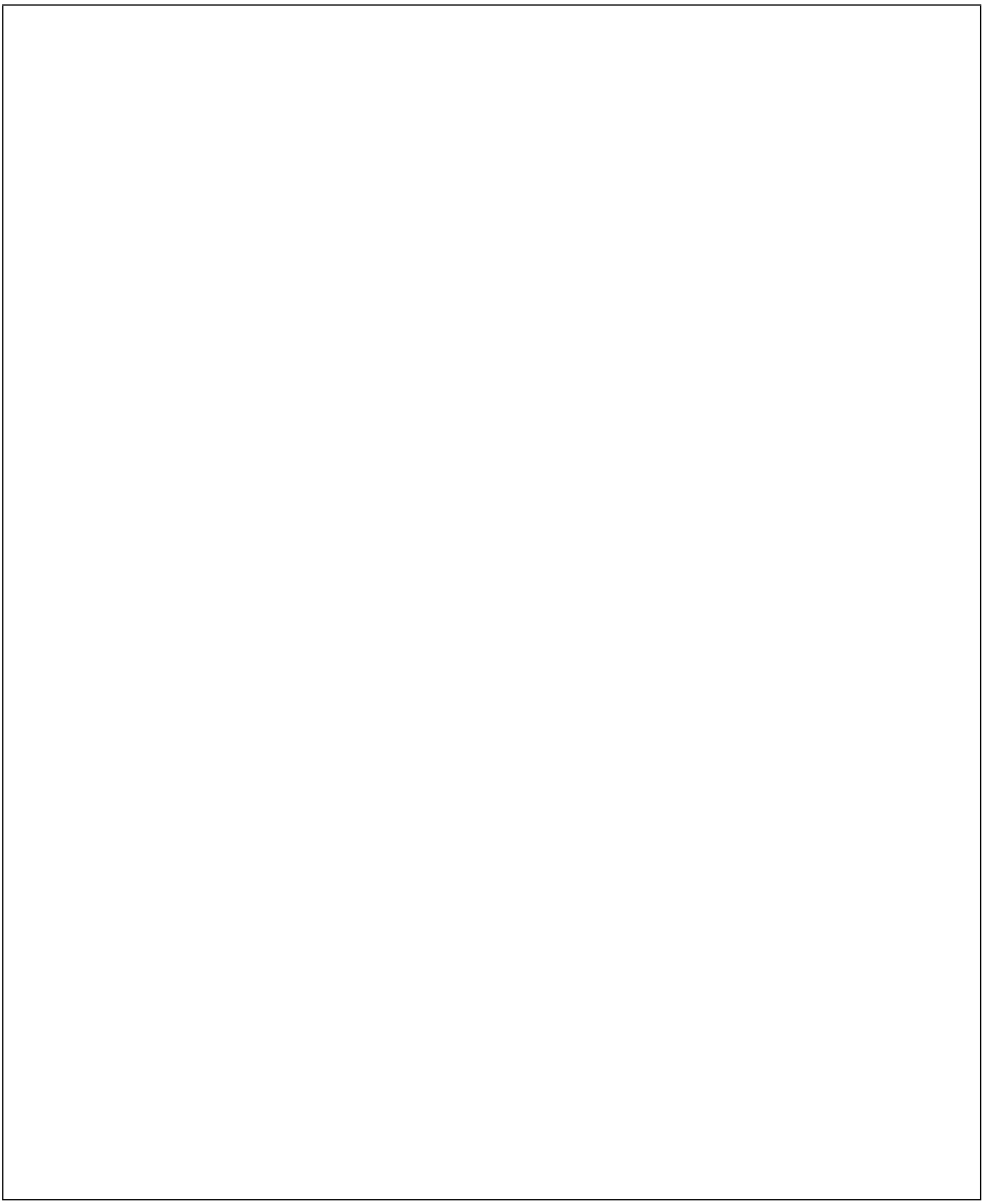
Name of Company:	
Name of representative:	
Contact details for representative:	
Telephone:	
E-mail address:	
Name of Innovation	
Date of launch to market:	

What does this product/innovation provide and why is it important (max 150 words)

What makes it beneficial to use? (max 150 words)

How easy is it to use the innovation? What makes it easy to use? (max 150 words)

How does it improve quality of life? Max 250 words

How innovative is the product? Max 150 words

What gives the product the 'ACP Industry Innovation Award' factor? Max 300 words