

## CLEO: 2012/*Laser Focus World* Innovation Awards Program



CLEO: 2012 and *Laser Focus World* announce the call for submissions for the annual Innovation Awards program. This award was established to honor exhibitors who have demonstrated outstanding leadership and made significant contributions in advancing the field of optics and photonics.

The Innovation Awards Program allows CLEO: 2012 exhibitors to showcase their latest products and services entering the marketplace. This award provides exhibitors the opportunity to reach the top industry decision makers in attendance at CLEO: 2012, the premier laser conference. It also offers a unique promotional opportunity with CLEO: 2012's partnership with *Laser Focus World*.



2011 Innovation Award Winner – *Applied Research & Photonics, Inc.*

The winning entry will receive the CLEO: 2012/*Laser Focus World* Innovation Award in a special presentation during the Plenary Session on Tuesday, 8 May 2012. The winner and finalists will be highlighted in official conference materials on-site and in a CLEO: 2012 press release, as well as on signage at the conference

A list of 2011 award winners may be found here:

<http://www.cleoconference.org/Home/Exhibit-Displays-and-Activities/CLEO-Laser-Focus-World-Innovation-Awards/2011-Innovation-Awards-Winner.aspx>

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**Submission Deadline: Monday, 5 March, 2012, 12:00 EST**

Link to Submission Site: <http://mtgfiles.osa.org/meetings/uploads/login.asp?mtg=CLEOLFW>

Please read the submission requirements and instructions below before submitting your entry. Submitters will be notified by Monday, 23 March 2012, if their submission has been selected.

### Submission Requirements

1. Application, service or product being presented must have been launched within the 18 month period between September 2010 and March 2012.
2. Only submissions by the manufacturers of the particular application, service or product will be accepted. Distributors and representatives are not eligible.
3. Application must be sent by an employee(s) from submitting company.
4. Winners are required to be a contracted CLEO: 2012 exhibitor. Contact CLEO: 2012 Sales at [cleosales@osa.org](mailto:cleosales@osa.org) +1 202.416.1428 for details about exhibiting.

# CLEO: EXPO 2012

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## Cover Letter

All submissions must include a (1) one-page cover letter at the beginning of the description file. Cover letter should include the following details – submissions will not be accepted/reviewed without this information:

1. Primary Contact
2. Company Name
3. Email Address (for correspondence purposes only)
4. Application Title

## Presentation Description Requirements

**Important:** No reference to submitter's name or company should be made within the description. Included with the submission must be a brief description (limit of three pages in WORD or PDF file format) that addresses the following questions:

1. Impact – How much does this product, application or service benefit or stand to benefit the industry in the future in a unique way?
2. Functionality – How functional is this product, application or service? How well does it utilize an existing technology?
3. Life Expectancy Before it's Replaced with Something Bigger/Better - What is the potential for long-term viability of this product, application or service?
4. Benefits to the Optics Industry – What is the long-term benefit for the industry from this product, application or service?
5. Innovation – To what degree does this product, application or service replace or improve an older or existing one?
6. Patents/Trademarks – Do you or your company hold, have you applied for, or have you been approved for a patent or trademark in relationship to this product, application or service?

By completing the submission process for the CLEO: 2012/*Laser Focus World* Innovation Awards Program, you acknowledge that you have read and are in agreement with the requirements listed above.

**All submissions must be received by Monday, 5 March 2012 12:00 EST (17:00 GMT) for consideration.** Submissions will be reviewed and scored, based on the preceding criteria, by the members of the CLEO: 2012 Applications and Market Focus Program Committees in cooperation with *Laser Focus World*.

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The Innovations Awards Program is sponsored by:

