

2026 Innovation Program

Rules and Regulations



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Product Entry Categories

[Robotics]

- ➔ **DEFINITION:** Products featuring autonomous or semi-autonomous machines designed to perform cleaning tasks with minimal human intervention, including floor scrubbers, vacuums, and specialized cleaning robots that utilize sensors and programmable navigation systems.
- ➔ **PRODUCT EXAMPLES:** Autonomous floor scrubbers, Robotic vacuum cleaners, UV-C disinfection robots, Window cleaning robots, Robotic sweepers, AI-powered navigation systems, Robotic pool cleaners, Automated dispensing systems, Collaborative cleaning robots (cobots), Robotic pressure washers



ROBOTICS

Product Entry Categories

[Technology & Business Solutions]

- ➔ **DEFINITION:** Advanced technology solutions leveraging artificial intelligence, machine learning, and automation to optimize cleaning operations, alongside digital platforms and software applications that enhance workforce management, predictive maintenance, data-driven decision-making, and operational efficiency within the cleaning industry.
- ➔ **PRODUCT EXAMPLES:** AI-powered workforce optimization, Machine learning analytics platforms, Predictive maintenance systems, Facility management software, Automated scheduling and routing, IoT-enabled monitoring systems, AI-driven inventory forecasting, Customer relationship management (CRM) tools, Smart building integration platforms, Digital training and certification systems



TECHNOLOGY & BUSINESS SOLUTIONS

Product Entry Categories

[Floor & Carpet Care]

- ➔ **DEFINITION:** Equipment, machines, and tools specifically designed for the cleaning, maintenance, restoration, and protection of hard floor surfaces and carpeted areas in commercial, institutional, and residential environments.
- ➔ **PRODUCT EXAMPLES:** Walk-behind floor scrubbers, Ride-on floor machines, Carpet extractors, Burnishers and buffers, Vacuum cleaners (upright, backpack, canister), Floor strippers, Carpet spotters, Steam cleaners, Orbital floor machines, Dust mops and microfiber systems



FLOOR & CARPET CARE

Product Entry Categories

[Cleaning Agents]

- ➔ **DEFINITION:** Chemical formulations and compounds used for cleaning, disinfecting, sanitizing, deodorizing, and maintaining surfaces, including concentrated solutions, ready-to-use products, and specialty treatments for various applications.
- ➔ **PRODUCT EXAMPLES:** All-purpose cleaners, Disinfectants and sanitizers, Degreasers, Glass cleaners, Floor finishes and sealers, Carpet cleaning solutions, Odor eliminators, Green/sustainable cleaning chemicals, Specialty surface cleaners, Descalers and lime removers, laundry chemicals



CLEANING AGENTS

Product Entry Categories

[Restroom Care & Supplies]

- ➔ **DEFINITION:** Products and systems designed for the cleaning, maintenance, hygiene, and supply of restroom facilities, including dispensing systems, paper products, and specialized cleaning tools for washroom environments.
- ➔ **PRODUCT EXAMPLES:** Toilet bowl cleaners, Urinal screens and blocks, Paper towel dispensers, Soap dispensers, Toilet tissue systems, Air freshening systems, Sanitary disposal units, Hand dryers, Restroom cleaning tools, Hygiene monitoring systems



RESTROOM CARE & SUPPLIES

Product Entry Categories

[Health & Safety]

- ➔ **DEFINITION:** Personal protective equipment, safety devices, and products designed to protect cleaning professionals from workplace hazards, prevent cross-contamination, and ensure compliance with health and safety regulations.
- ➔ **PRODUCTS INCLUDED:** Personal protective equipment (PPE), Safety gloves, Respiratory protection masks, Safety eyewear, Slip-resistant footwear, Spill containment systems, First aid supplies, Ergonomic cleaning tools, Safety signage and barriers, Bloodborne pathogen kits



HEALTH & SAFETY

Don't see your product fitting in any of the above categories? Contact andrew.evans@informa.com to discuss where your innovative product fits in!

Benefits & Details

Pre-Show

- ✓ Participating products are displayed on the ISSA Show Networking Platform from **the time that they are submitted and approved by Show Management – December 2026** and will receive leads generated from their digital listing.
- ✓ Innovation Program participants are included in pre-show promotion through ISSA Show Media print, digital and the mobile app.
- ✓ Participants receive an Innovation Program Success Kit, which includes **instructions on how to maximize your ROI on-site, a customizable press release template, a promotional tool kit with logos**, and more!

➔ [Click this link to access the logo package](#)

- ✓ Coverage in industry publications (including monthly ISSA Show attendee newsletters), in the pre-show attendee follow-up emails and pre-show press releases
- ✓ Program promotion on ISSA Show social media platforms, including monthly social media campaigns.

Onsite at ISSA Show North America 2026

- ✓ Products will be displayed by category in a designated product showcase area in the Bayside lobby
- ✓ Innovation Program participants will receive a **floor graphic** placed in front of their booth recognizing their participation.
- ✓ Products are featured in the Print/Digital ISSA Show Guide.
 - ➔ This year, the Show Guide will feature an **Innovation Program Roadmap** that will not only highlight your booth as a participant in the Innovation Program, but also walk attendees along a map for each demonstration and each booth in the program. Times and details on demos and products will be listed here.
- ✓ Tile dedicated to Innovation Program participants on issashow.com and the Event Platform (mobile app)
- ✓ Each product will receive one time slot to conduct a live demonstration and present their product in their booth on the show floor
 - ➔ Each participant will receive a 5-minute demonstration time slot to pitch their product.

- ➔ Demonstrations will be recorded by Show Management and placed on the website / mobile app / networking platform for attendees and exhibitors to view
 - Recordings will also be distributed for sponsor use after the show (within two months)
- ➔ Demonstrations will be promoted by ISSA Show via schedule announcements on pre-show webinars, pre-show social media campaigns, push notifications on-site alerting of demonstrations, on-site scheduled signage
- ✓ Company representatives may stand by your product display in the lobby during expo hours to answer questions and speak with prospective attendees.
- ✓ Extensive media exposure throughout all ISSA Media Channels.

Post-Show

- ✓ **Category Winners** will be promoted in post-Show press release.
- ✓ **Category Winners** will be promoted on issashow.com, social media platforms and digital communications with attendee audience and ISSA Show database.
- ✓ All participants will be included in post-Show promotions.
- ✓ Coverage in industry publications, in the post-Show attendee follow-up emails and post-Show press releases
- ✓ Winners will be provided with a **marketing toolkit** that includes a **logo package**
- ✓ Winners will be interviewed by ISSA media brands for 2027 promotions
- ✓ Winners will receive a **physical award** to be delivered within three months post-show

Onsite Participant Rules

- ✓ Participant products in all categories will be displayed on a designated counter (or floor, depending on size of product)
- ✓ Placement assignments will be determined by Show Management.
- ✓ The ability to utilize a screen is allowed as long as it is approved by Show Management. Participants can bring their own screen to use for display or rent one through **Metro AV**.
- ✓ The ability for the participant to “power” your product while on display is up to the sponsor **for an additional fee**. If you need a screen for any reason, you will need to rent through Metro A/V.
- ✓ Product must be ready for display when asked to deliver to the **product display area on Monday, November 16**.
 - ➔ We ask all entrants to **ship products with their booth shipment** and have an exhibitor representative bring product to their **designated display area between 2pm and 5pm on November 16**. Product pick-up will be **after 2pm and no later than 3pm on Thursday, November 19**.
 - ➔ Exhibitors are not allowed to move the product once placed on counter or display area until **Thursday, November 19 at 2pm**.
 - ➔ Participants will be notified on their placement location in advance
- ✓ Audio may be played from screens or other devices related to the product, but the audio cannot be at a level that may detract from the attention of neighboring products
- ✓ Participants may utilize anything within their existing booth space to demonstrate their product to prospective attendees

Awards, Voting & Judges

Judges consist of a group of industry leaders within the ISSA community. Details on the judges, their bios and backgrounds can be found here:

<https://www.issashow.com/experience/innovation-experience/>

Judges will review product listings, descriptions and specifications before the show and provide a short description and endorsement to help guide attendees that will be highlighted on the digital listing of each product. Judges will review **product demonstrations** and the products again on-site at the show. The judges will then select the winners and honorees based on categories, and the announcement of the winner will on **Wednesday morning**.



Awards, Voting & Judges

Participating Companies are eligible to win the following awards. **There are six award categories that include a winner and 2 Honorees.** There is also an overall winner of the **People's Choice Award** that is voted on by attendees. Each category award is decided by our panel of judges, and the judges per category are listed below:

ROBOTICS INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title

TECHNOLOGY & BUSINESS SOLUTIONS INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title

FLOOR & CARPET CARE INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title



Awards, Voting & Judges

CLEANING AGENTS INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title

RESTROOM CARE & SUPPLIES INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title

HEALTH & SAFETY INNOVATION OF THE YEAR AWARD

First Last | Official Title

First Last | Official Title

First Last | Official Title

PEOPLE'S CHOICE AWARD

*This is selected based on the participant who receives the most valid votes through voting taking place on-site at the show.
(See Page 17 for details).*

Awards, Voting & Judges

Judging Process & Criteria

The panel of judges represents all qualified voting classes as well as industry experts. Judges are provided a document of information that each participant provides in the application process that explains the following:

- ➔ Description of each product – what does it DO?
- ➔ Applicable technical and general product specifications
- ➔ Current market availability & support infrastructure
- ➔ Why your product is innovative
- ➔ Environmental impact and / or sustainability

Judges are provided a grading grid to critique products from which Informa Markets will consolidate and average out each score. They will judge based on the following criteria:

➔ **Impact**

Have a direct effect on someone or something - the ability to observe the effect of the product in the market

➔ **Practicality**

The quality of the product or service to be adapted or designed for actual use or convenience in the market.

➔ **Sustainability**

Capable of being continued at a certain level without worry that the product will negatively affect health and the environment.

➔ **Competitive Edge**

The condition in which the product can mature and adapt over time and places the company in favorable or superior business position.

➔ **Originality**

Being the only one of its kind; unlike anything else in the market.

Awards, Voting & Judges

The judges will grade the above criteria on a 1-10 scale as follows:

- ➔ **10** - The highest innovative quality and relevance; considered for Innovation of the Year Award
- ➔ **7-9** - High innovative quality and relevance; would suggest for Innovation of the Year award
- ➔ **4-6** - Reasonable innovative quality and relevance; potentially consider for Innovation of the Year award
- ➔ **3 or Less** - Low innovative quality and relevance; should not be qualified for the Innovation of the Year award



Awards, Voting & Judges

People's Choice Award Onsite Voting

- ✓ Onsite attendees will vote for the **People's Choice Award** (*1 overall winner*)
- ✓ Each product will have a QR code where attendees can vote for what they feel is the most innovative product.
 - ➔ Qualified votes include those from distributors, wholesalers, building service contractors, and in-house service providers, residential cleaners and manufacturer Reps.
 - ➔ Only **attendance-verified attendee votes will count** – no votes from exhibitors, exhibitor staff or non-attendees will count.
- ✓ **People's Choice Award** winner will be announced on **Wednesday, November 18.**



Other Terms, Conditions & Rules

To participate in the 2026 Innovation Program, participants **must exhibit** at ISSAShow North America 2026 in Las Vegas, NV, November 16-19, 2026. ISSA Show Management - at the sole discretion of Informa Markets - reserves the right to make changes to the Innovation Program submission if deemed advisable in the best interests of the program.

Participants submit product entries by category. Submissions will be gathered via [lotform](#) and should be submitted as soon as possible. Limit to 1 product category per submission. Show Management reserves the right to make final decisions on product category assignments.

ISSA Show monitors all voting to ensure the integrity of the Innovation Program. Any voting that deviates from the voting guidelines described above will be disqualified at the sole discretion of Informa Markets. Companies participating in the ISSA Innovation Program ("Participants") may encourage others to vote for his/her entry, but Participants and others are expressly prohibited from soliciting or obtaining votes by fraudulent or other inappropriate means, which includes, without limitation: offering prizes, payments, reciprocal votes or other inducements of any kind, or participating in voting boards, voting exchanges, voting swaps or any means that seeks to deviate from or otherwise subvert the Voting Guidelines or otherwise unfairly affect the outcome of the ISSA Innovation Program, all of which shall be determined by Informa Markets in its sole discretion. Informa Markets reserves the right to nullify any and all such votes made by such means. If done by the Participant or any of its employees, ISSA reserves the right to disqualify the Participant from the ISSA Innovation Program.

ISSA and Informa reserve the right, in their sole discretion, to disqualify any product from the Innovation Program at any time. Disqualification may occur for reasons including, but not limited to, engaging in conduct that disrupts other participants, soliciting votes or endorsements, damaging property, or any other behavior deemed inappropriate.