



Best New Product at IAAPA Expo Award Criteria

Award Description:

The IAAPA Best New Product Awards honor innovation in the global attractions industry, celebrating outstanding new products and services introduced to the attractions industry from Sept. 7, 2025 to Aug. 15, 2026. Products are judged on innovation, originality, and their benefit to guest experience and operational efficiency. The awards also honor emerging innovations through the Best New Product Concept category, which showcases items not yet sold or installed.

Categories:

1. Major Ride/Attraction
 - a. This award is for new major rides or attractions in theme parks or amusement parks, mobile shows, and family entertainment centers.
 - i. Class A - Product cost of more than US \$4 million
 - ii. Class B - Product cost of less than US \$4 million
2. Family Ride/Attraction
 - a. This award is for new rides or attractions that are mild in thrills and designed primarily for families where a child and adult can experience them together or by a child alone. This ride/attraction can be used in theme parks, amusement parks, mobile shows, and family entertainment centers and includes coin-operated rides or attractions.
3. Water Park Ride/Attraction
 - a. This award is for new products that are designed primarily for rides or attractions in a water park or water activity areas in theme parks, amusement parks or family entertainment centers.
 - i. Class A - Product cost of more than US \$2 million
 - ii. Class B - Product cost of US \$2 million or less
4. Patron Participation Ride/Attraction
 - a. This award is for new products that are designed to require active patron participation for the ride/attraction to function for use in theme parks, amusement parks, mobile shows, and family entertainment centers. Examples include bumper cars, bumper boats, go-karts, climbing walls, laser tag, escape rooms, zip lines, and more.





5. Applied Technologies

- a. This award is for new products that demonstrate the application of a technology that has not previously been used for the same function that the technology accomplishes in the new product. This also includes products related to revenue and admission control products.
 - i. Class A - Product or Service used by Consumers
 - ii. Class B - Product or Service used by Facilities

6. Games and Devices

- a. This award is for the best new game products including arcade, video games, esports, midway games and equipment, and virtual and augmented reality (VR and AR). Games/devices in this category may be coin-op or other means of payment and may or may not require an operator or attendant.

7. Exhibits, Thematic Displays, and Supplies

- a. This award includes products and services related to show production and entertainment related services and suppliers of these services. Show producers, directors, choreographers, costumes, lighting and sound systems, staging, theatrical equipment and supplies, and displays and sets including holiday-related products and displays. Also included in this category are fireworks, flags and banners, signs, scenery/sets, buildings and facades, and theming or design for an exhibit or attraction.

8. Best New Product Concept

- a. This award is given to a new product that has yet to be sold or installed in a facility, and is debuting at IAAPA Expo. To be eligible for this award, the exhibitor must display a working prototype, a physical model, or a fully developed video rendering.
 - i. Class A - Attraction
 - ii. Class B - Major Ride or Water Park Ride
 - iii. Class C - Other Product/Service





Judging Criteria:

- **Verification** received/level of positive feedback from facility product/service installed
- The **benefit** of the product or service to the prospective buyer.
- **Originality** or **uniqueness** of the product or service.
- **Quality** of the products or service's design and construction.
- **Innovation** of the product or service.
- **Value** of the product or service to the prospective buyer.

Please note: A panel of 3-5 judges comprised of IAAPA facility members will evaluate all entries pre-show and determine the finalists prior to IAAPA Expo. Finalists will be judged on-site, and the winners will be selected by the end of the first day of the trade show. The judges reserve the right to reassign entry categories if they consider another category more appropriate.

Eligibility:

- Must be a member of IAAPA and exhibiting at IAAPA Expo 2026.
- All product entries (except the Best New Product Concept Award) must have been **operating** in a park or facility not owned by the exhibitor, beginning after September 7, 2025, and before August 15, 2026. All entries will be verified.
- The product or service must not have been eligible for consideration for a Best New Product Exhibitor Award during the previous IAAPA Expo unless it was a Best New Concept applicant or winner.
- An improved or updated version of an existing product is eligible for entry as a new product if it meets the above criteria. If a product is an update of an existing product, all factors that distinguish the new product from the previous edition must be noted in the application.
- Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Brass Ring Exhibitor Awards.





Entry Procedures and Requirements:

Each exhibiting company may enter up to one (1) Best New Concept product and up to two (2) standard Best New Products. Each Best New Product submission may only be entered in one (1) category, but both products may be placed in the same category, if the exhibitor selects. Each entry will need to provide:

- Exhibiting Company Name at IAAPA Expo 2026.
- Booth Number.
- On-Site Contact Name, Telephone, and Email during IAAPA Expo.
- Name of Product/Service.
- Category for entry.
- Additional support files including brochures, photographs, renders, or artwork that showcases the product (optional)
- Short description of the product or service
- Photo of the product or service
- Description of the benefits to the buyer.
- Description of originality or uniqueness.
- Description of the quality of design and construction.
- Innovative features (optional)
- Value to the prospective buyer (including an approximate cost).
- Description of any features of the product that make it accessible and/or sustainable (optional)
- Web link to more information.
- Video link showcasing the product.
- Minimum of one and up to two company names and contact information where the product/service has been installed (not required for Best New Concept category).

The Impact Award:

All Best New Product Award entries will automatically be entered for the **Impact Award** which is awarded to the most outstanding product at IAAPA Expo. Consideration for the Impact Award does not require an additional submission of an application.

