



PRODUCT OF THE YEAR 2023

2023 Product of the Year Entry Form

Eligibility: Product must have been new, or significantly redesigned, and relative to the vertical transportation market during the period of March 2022 – July 1, 2023.

Note: Entry form must be submitted to qualify for judging.

Product Name: _____

Provider's (Manufacturer) Name: _____

Your Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Date of product introduction (commercialization) or re-introduction: _____

Type of product/product category/product use: _____

Did you submit the same product in 2022? Yes No

1. Market Environment

- Description of the product and its importance to the VT marketplace (and end user); including its most significant advancement in technology/design (if applicable):

2. Where is the product sold and distributed?

3. Customer

- Who is the typical buyer of the product?

4. Industry Recognition

- Please list awards, honors, certifications and patents received

5. Benefit and value added to the marketplace

- How has it made the end user more efficient (increased yields, saved time, lowered costs, safety, etc.)?

- How has it improved end user's income and bottom line?

6. Strategic marketing/sales approach

- Innovative marketing/sales approaches to achieve goals and objectives.

- Accomplishments, changes and responses to competitive challenges and market reactions.

7. Summary: Why should this product or brand be given this honor?

- Provide rationale as to why product should be chosen for this award. Add in any other details or reasons not included in the above sections.

If you have questions, please email info@elevatorworld.com



Thank you!