

# i-NOVO AWARDS 2016

## NauticExpo Presents the Second Edition of its i-NOVO Awards

*November 13, 2015, Marseilles*

NauticExpo will be launching the second edition of its i-NOVO Awards at BOOT in Düsseldorf from January 23 to 31, 2016.

NauticExpo's i-NOVO Awards will identify and reward products that improve industry standards through innovation. i-NOVO will highlight the most exceptional products and equipment at BOOT across three categories:

- The **i-NOVO Design Award** will recognize products that take a step outside of the box.

Products in this category will integrate current design trends, be visually unique, demonstrate exceptional attention to ergonomics or propose an innovative solution for an emerging need.

- The **i-NOVO Eco Award** will be attributed to products that have little (or much less) impact on the environment. Such products will be sustainably manufactured with low or improved embodied energy and eco-friendly materials that are biodegradable or reusable. Products in this category will also be sustainable over time with low energy consumption or the integration of renewable energy and a durable product life cycle.

- The **i-NOVO Tech Award** will be given to products that demonstrate novel use of technology whether it be the invention of a new technology, a technological innovation in the fabrication process (automatic or manual), the use of advanced technology or materials to improve a design, the application of existing technologies within a new domain, the integration of several new technologies in one product or a completely innovative concept.

Officially launched on November 13, 2015, this competition is open to manufacturers in the following areas: equipment, motor boats, sailing and water sports.

**Entries will be accepted from November 12 until midnight of December 22, 2015.** Contest details and entry procedures can be found at [inovo.nauticexpo.com/boot-2016](http://inovo.nauticexpo.com/boot-2016).

Eligibility for one of the three contest categories is at the discretion of our board of in-house boating and maritime experts, responsible for our web content.

The winner of each i-NOVO Award will be decided by **public vote**.

Visitors can discover all of the i-NOVO Award nominees at the BOOT trade show by looking for the i-NOVO insignia on the booths of the selected companies. Each nominated product is identified by an i-NOVO sticker corresponding to one of the award categories.

Voting is open between January 23 and 31, 2016 at BOOT and on the web.

**The winners will be announced on February 4, 2016** on the [inovo.nauticexpo.com/boot-2016](http://inovo.nauticexpo.com/boot-2016) website, as well as via NauticExpo's different media. The winner in each category will receive a trophy and its i-NOVO label will be permanently visible on [nauticexpo.com](http://nauticexpo.com).

Stay abreast of all the latest i-NOVO updates at [inovo.nauticexpo.com](http://inovo.nauticexpo.com)

### ABOUT NAUTICEXPO

Launched in 2003, NauticExpo has quickly established itself as the world's leading online resource for boating and maritime professionals. With NauticExpo, visitors can source and bookmark products, catch up on industry trends and get in direct contact with manufacturers. It's a miniature ecosystem dedicated to helping professionals do their job. But behind every great website is a great team, and NauticExpo is powered by a group of boating and maritime experts who are passionate about innovation. NauticExpo's i-NOVO Awards aim to turn our team's expertise into a label of innovation and a useful tool for professionals.

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