

BEST NEW PRODUCT

ENTRY CRITERIA

The Best New Product Award at the Hire Industry Excellence Awards recognises innovation, design, and quality in equipment and services within the Hire Industry. Judged by the HRIA Board, a panel of judges as well as voted on by the HRIA members visiting HIRE25, the Best New Product is determined by how innovative and useful the equipment or services will be for hire companies.

This award recognises true hire industry excellence and innovation and looks at new offerings for the hire industry in terms of modernising and enhancing technology to drive the hire industry into the future. The winners of the Best New Product Award will be announced at the Hire Industry Excellence Awards.

ENTRY CRITERIA

1. Best New Product entries must be new products launched into the hire industry in Australia within the 12-month period from June 2024 to May 2025. Nominations can be made in one of four categories: General Hire, Access, Events and Service Provider/Software.
2. This award is only open to exhibitors at HIRE25. All Best New Product Entries must be displayed on Exhibitor stands at HIRE25.
3. Only one entry is permitted per company.
4. Entries to Best New Product are subject to strict assessment to ensure their 'new product' claim and status is valid. The organiser reserves the right to omit entries that do not meet these criteria.

SUBMISSION INCLUSIONS

To enter the 2025 Best New Product Award, entries must be completed on the supplied entry form and provide:

- Clear definition of when the product was launched.
- Clear identification of the new technology and/or new concepts incorporated into the product that differentiates it from similar products in the market. R&D supporting information or materials may be included.
- Maximum 200-word description of the product
- High resolution company logo.
- High resolution image (maximum of 2 images) of the product. Images must be a minimum 300dpi and in jpg; tif; eps or pdf format).

All Best New Product Award entries will be judged by the HRIA Board of Directors (40%), as well as an independent judging panel during HIRE24 (40%). Hire company delegates have the chance to also vote on the Best New Products during the show (20%).

To enter the Best New Product Award, complete the online entry form and then product images and logos sent to Sally Cannon at: sallycannon@hria.com.au by close of business 7 April 2025. **There will be no extensions or exceptions to this award closing date.**

PROMOTION FOR ALL ENTRIES

All entries will appear on the Best New Product Display at HIRE25 and on the HIRE25 App. All Best New Product Award entrants will have a floor sticker displayed at their HIRE25 exhibition stand.