

## ABBOTT INNOVATIVE PRODUCT & SERVICES AWARD

Celebrating companies whose recently launched and proven innovative products, technology or service (either as a new, redesigned or repurposed innovation) is making a significant impact in the advancement of trenchless industry.

**What is Innovation?** When we think of innovation, we think of:

- **Something new**, an invention (the first telephone);
- **A significant change or adaptation** made to an existing product, concept, or technique (a cellular phone); or
- **The new use or application** of an existing product (smart phone is also a computer and a high-resolution camera).

Innovation is born out of necessity, the need to “push the envelope,” improve quality, speed, strength, etc. “Trenchless innovators are answering the call to understand the performance of their infrastructure and unseen conditions,” notes Innovative Product Selection Committee Chair Cindy Preuss. A Water Conveyance Discipline Leader at CDM Smith, Cindy sees that utility owners and engineers are expanding applications of existing equipment and developing multi-inspection tools and technologies; and employing tools to facilitate data capture, evaluation and management among other spheres of innovation. There is also a need to pivot from mishaps and to overcome highly challenging projects. Finally, with aging infrastructure and funding being earmarked specifically for priority projects, it is critical to maximize the amount of work that can be done.

“These are the types of innovations the Abbot Innovative Product Award wants to recognize,” Cindy explains. Historically the award has looked for “new” products specifically categorized as “new installation” or “rehabilitation.” Award founder, the late Joseph L. Abbott, Jr., championed innovation — all innovation. “We believe broadening the scope of the award to include redesign and repurposing will bring more innovations and the teams producing them to the forefront of the trenchless community.”

### **Profile of Winners**

The Selection Panel will look at and reward the best of a variety of characteristics including, but not limited to:

- Is ground-breaking for the entire industry or industry segments;
- Exploits new possibilities, solves existing problems and goes beyond the traditional boundaries of design or application;
- Shapes the future of trenchless technology;
- Demonstrates outstanding design quality and/or a progressive approach;
- Shows a comprehensive redesign or technical refinement;
- Achieves a whole new type of use.

### **Eligibility**

Applicants must be an exhibitor or sponsor (of similar value) *who will be on site* at the upcoming [NASTT No-Dig Show](#). Products will have been released in North America within the last two years with proven results. Prior award recipients may submit different products or services in subsequent years.

### **Applicant Requirements**

1. **Apply via the online application form.** The topics below outline the judging criteria. Applicants are expected to provide a thorough and detailed exploration in their award justification, delivering meaningful insights that go beyond typical marketing and sales language.
  - INNOVATION (concept, method, development);
  - OVERALL VALUE (features, quality, functionality);
  - UNIQUE VALUE PROPOSITION (distinct benefit, differentiating characteristics)

## ABBOTT INNOVATIVE PRODUCTS & SERVICES AWARD

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- COMPETITIVE POSITION (pricing, quality, market share, advantages compared to similar offerings); and,
- IMPACT (sustainability, social/environmental responsibility and potential).

**2. Submit a brief recording** within three (3) working days of application submission (but no later than the submission deadline) presenting an overview of the award justification. Preparation instructions and a template are provided.

**3. Participate in a brief Q&A** with award judges via MS Teams prior to the NASTT No-Dig Show.

**4. Be a confirmed, paid and attending** NASTT No-Dig Show exhibitor or sponsor of comparable value.

*Failure to include and agree to participate in all required components with your application, meet required deadlines and respond to NASTT communications may result in disqualification without further review.*

### **Finalist & Winner Recognition**

- Recognition at NASTT No-Dig Show
  - **NEW!** Recognition and award presentation at the NASTT No-Dig Show Opening Breakfast
  - Booth signage
  - Featured in event app
  - **NEW!** Provided with dedicated promotional time in your booth
- **NEW!** Recognition at NASTT No-Dig North for exhibiting winners.
  - Booth banner
  - Featured in event app
- Logo provided for your collateral
- Featured in NASTT E-News and Trenchless North America and NASTT social media
- **NEW!** Featured in Innovative Products Showcase webinar. Presented live and provided on-demand to NASTT audiences after the NASTT No-Dig Show.
- **NEW!** Videos and support materials posted in the Trenchless Knowledge Hub
- **NEW!** Opportunities for Regional Chapter presentations

**If you have any questions, contact Carolyn Hook at [chook@nastt.org](mailto:chook@nastt.org).**

For Reference Only – Your Application Must be Submitted Online

**[APPLY NOW!](#)**



**2025**

## **ABBOTT INNOVATIVE PRODUCT & SERVICES AWARD COMPETITION**

To prepare for your application, please download and review the award overview and powerpoint template.

**Submit your MP4 recording via email within three (3) working days of submitting your application, but no later than February 8, 2025.**

**The application window will close on February 8, 2025.**

If you have any questions, contact Carolyn Hook at [chook@nastt.org](mailto:chook@nastt.org).

### **Applicant Information**

**Company Name \***

**Website \***

**Booth # or Sponsor Package \***

**Applicant Name \***

**Title \***

**Email \***

**Cell Phone \***

**Are you or your company a current NASTT member? (Membership is not required to apply.) \***

Yes, Individual Member

No

Yes, Group Corporate or Government/Utility  
Member or Submember

Unsure

## Applicant Requirements

1. **Apply via the online application form.** Applicants are expected to provide a thorough and detailed exploration in their award justification, delivering meaningful insights that go beyond typical marketing and sales language.
2. **Submit a brief recording within three (3) working days of submitting your application** with an overview of your award justification. (Preparation instructions and a template will be provided.)
3. **Participate in a brief Q&A** with award judges via MS Teams prior to the NAST No-Dig Show the week of February 24, 2025.
4. **Be a confirmed, paid and attending NASTT No-Dig Show exhibitor or sponsor of comparable value.**  
*\*Minimum exhibitor/sponsor spend (cost of a 10x10 booth)*  
Member: \$2750 | Non-member: \$4500

*Failure to include and agree to participate in all required components with your application may result in disqualification without further review.*

**I acknowledge and agree to adhere to the requirements for the Innovative Product & Service Award application, including meeting deadlines and responding promptly and thoroughly to NASTT meeting and other requests. \***

Yes  No

## Product Description

**Product Name \***

**Product Website**

**How would you best categorize your product/service? \***

- Something new, an invention (the first telephone)
- A significant change or adaptation made to an existing product, concept, or technique (a cellular phone);
- The new use or application of an existing product (smart phone is also a computer and a high-resolution camera)

**When was your product/service launched? If an updated or repurposed product, please indicate the original product date AND that of the new use. Products must have been released in North America within the last two years with proven results. \***

**If your product was originally launched outside of North America, please indicate the country and original launch date.**

**Please provide a description of the product or service suitable for publication (up to 200 words). \***

## **Award Justification**

**The questions below reflect the judging criteria and the information to include in your recorded slide presentation. Your responses should provide an in-depth exploration of the topics addressed, offering substantive insights that extend beyond standard marketing and sales language.**

Your are limited to 3000 characters (about 500-600 words) per response. You may attach additional information in pdf format at the end of the application.

### **INNOVATION (concept, method, development) \***

Looking at your product concept, method and development, discuss how your product demonstrates a breakthrough, transformation or reshaping of technology to address a need, solve a problem and create a new market. How did innovation contribute to conception, development, design and innovation? If this is an update to an existing product, explain what is improved upon or innovative about this version.

### **OVERALL VALUE (features, quality functionality) \***

We would like to understand the overall worth of your product to its customers based on its features, quality, functionality and ability to meet their needs, including broad tangible and intangible benefits and product characteristics. Include customer reviews, project successes, other recognitions.

## UNIQUE VALUE PROPOSITION (distinct benefit, differentiating characteristics) \*

Provide a clear, concise statement that communicates the distinct benefit or advantage the product offers to its target audience, which differentiates it from competitors. It should highlight the specific problem the product solves, the value it delivers, and why it's the best choice for the customer.

## COMPETITIVE POSITION (pricing, quality, market share, advantages compared to similar offerings) \*

Explain how the product is perceived in relation to competitors in the marketplace, based on factors like price, quality, features, brand reputation, and target audience. It defines where the product stands in the minds of consumers and determines its ability to compete effectively.

## IMPACT (sustainability, social/environmental responsibility and potential.) \*

Provide an overview of the immediate and long-term impacts of the innovation on the trenchless industry and profession, as well as its effects on the environment, sustainability, and society, where applicable. Describe how your innovation contributes to shaping a vision or platform for future advancements and how it serves as a catalyst for inspiring future innovations and innovators.

## Supporting Documentation

If you have difficulty uploading documents, please email them to [chook@nastt.org](mailto:chook@nastt.org).

**Upload supporting materials in PDF format, such as illustrations, photos, testimonials, success data, or additional product details for the judges' consideration.**

## Video Presentation

Email your presentation to [chook@nastt.org](mailto:chook@nastt.org) within three (3) working days of submitting this application, but no later than February 8, 2025.

**I expect to send my video by \***

Submit



## 2025 ABBOTT INNOVATIVE PRODUCT & SERVICES AWARD COMPETITION

### Creating Your Recorded Presentation

#### 1. Create a slide presentation and add audio. Convert to video file.

Create your slide presentation with audio in Powerpoint using the template: 25\_Innovative Products Template.pptx.

The template includes eight (8) slides that follow the Award Justification section of the application.

1. Title slide\* – *Product, company name, speaker name, logo*
2. Product Overview\*
3. Innovation\*
4. Overall & Unique Value\*
5. Competitive Position\*
6. Impact\*
7. Bonus Slide for additional information if needed.
8. Thank You\* – please include your contact information for when the presentation is made available in the NASTT Trenchless Knowledge Hub.

\* Required

#### Please note:

- You may include video/animation of no more than 15 seconds.
- You may NOT include additional slides.
- You may not change the slide headings on slides 2-6.
- You may NOT exceed 8 minutes.

#### Need help?

- [Add audio to your PowerPoint](#)
- [Turn your presentation into a video](#) (choose mp4)
- [See previous recordings](#).

#### 2. Save your file as Company Name\_Product Name.mp4.

3. Email your file to [chook@nastt.org](mailto:chook@nastt.org) within three (3) working days of submitting your application but no later than February 8, 2025. If the file is too large, request a link to upload your file to Dropbox.

#### Questions?

Carolyn Hook, Membership Outreach & Database Manager  
888-388-2554 | DIRECT: 440-534-9463 | [chook@nastt.org](mailto:chook@nastt.org)