

For Reference Only – Your Application Must be Submitted Online

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

### Abbott Award for Innovation 2026

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,**

**The application window will close on February 6, 2026.**

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 five (5) working days of submitting your application** providing 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 between February 16 and February 27, 2026.
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: \$4200

*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 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.**

Upload

or drag files here.

## Video Presentation

Email your presentation to [chook@nastt.org](mailto:chook@nastt.org) within three (3) working days of submitting this application.

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

Submit



# Abbott Award for Innovation

## 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: 26\_Innovative Product 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 11, 2026. 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)