IMPORTANT TIPS FOR A SUCCESSFUL APPLICATION

Dear Exhibitors and Project Owners,

To win The smarter E AWARD you will be in the running with numerous competitors with innovative and interesting submissions, and will have to convince the critical and knowledgeable juries. Only those participants who carefully and precisely complete the questionnaires and provide the information requested in a convincing way will succeed.

This is why we would like to support you and provide you with tips to ensure that your application has the best chance of success.

The smarter E AWARD is a great way to raise your company's profile, showcase its innovative strength and gain international recognition. Make sure that your application does not let you down.

We look forward to your participation.

Your The smarter E AWARD Team

1. Be in it to win it

- Examine your company's product and project portfolio. Look for innovative products or projects with high added-value for users.
- Don't be afraid to ask for help. The smarter E AWARD team will be happy to assist you.
- Make sure you do all you can to submit the best application for your product or project.

2. Time management

- Make sure that you allow yourself enough time to both consider and develop your entry. Plan ahead.
- Keep the award criteria in mind when planning your project. You may need to request certain data from others which may take time to collect.
- Make sure that you send in your application form in time – don't wait until the last minute in case of any last minute IT/Internet issues.
- During the submission period, you can work on and optimize your submissions using the AWARD Portal.
- Check out the deadlines and put the dates in your calendar now.
  Applications have to be submitted via the AWARD Portal by 12:00am, midnight (CET) on March 12, 2027.

3. Preparation

- Prepare yourself by reading the Frequently Asked Questions in the AWARD Portal and the Terms and Conditions of Participation before you begin your application.
- Make sure you read the questionnaires and the entry criteria for each category (Photovoltaics, Energy Storage, E-Mobility, Smart Integrated Energy and Outstanding Projects).
- This way you will answer the questions being asked and not the questions you think are being asked!

4. Think about your audience – Be convincing

- Consider who will be reading your entry. The judging panels are made up of a cross section of representatives from research, science, the trade press and industry experts. Imagine you are one of the judges and think about what you would want to read in order to be able to judge an entry.
- Proof of innovation is critical to the success of your submission. Make sure that you credibly document the main features of your product. To do this, please provide any available certificates, test and field reports and patents. Think of the panel of judges as a customer who needs to be convinced of the extraordinary nature of your product or project.
- Explain the unique selling propositions and benefits of your product or project. The quicker the panel understands the unique features of your product, the greater its chance of winning. Focus on the unique features of your product. Describe your product's USPs in short. Bullet points are OK. Avoid using marketing phrases.

5. Keep it simple

- Focus on what the judges are actually asking for in the category criteria.
- Don't just fill your submission with the contents of existing sales and marketing materials – instead address the questions being asked.
- Make sure your submission is succinct, clear and easy to understand.

6. Numbers – Facts and figures

- Use real figures which you can substantiate, so they provide an accurate representation of your achievements. Emphasize the benefits of your product or project.
- To strengthen your application, please provide facts and figures to support your claims. Depending on which category you are applying for, we suggest you include:
  - Product/project presentations
  - Brochures
  - Data sheets
  - Test and field reports
  - Case studies
  - Certificates
  - Patents
  - Pictures (high resolution)
  - Videos (e.g. links to YouTube)
- Please note that it's not the amount of information, but the quality of the documents that is crucial.

7. If at first you don't succeed...

Learn from the experience. If your first submission does not win an award, take what you've learned and try again next time. Use your award entry as a tool. This will help you improve faster than your competitors and increase your chances of success in the future.

8. We are here to help

If you need additional guidance or are unsure about your application or where to begin, then please contact us. We are here to help and want to encourage you to apply for The smarter E AWARD in the categories "Outstanding Projects", "Photovoltaics", "Energy Storage", "E-Mobility" and "Smart Integrated Energy".

CONTACT

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