



# AutoTech **AWARDS**

IN PARTNERSHIP WITH

**T** **T-MOBILE  
FOR BUSINESS**

JUNE 4 | SUBURBAN COLLECTION SHOWPLACE | NOVI, MI

Part of AutoTech: Detroit | June 5-6



# AutoTech: Awards 2024 Entry Guide

The entry process for the AutoTech Awards 2024 is your opportunity to put forward your best work for the year and highlight you and your company's achievements to the automotive technology industry!

This is your chance to shout about your business and get deserving recognition and reward from your peers. This guide will give you an overview of the AutoTech Awards 2024 categories, criteria, entry process and judging process.

We want to give you confidence that the industry views the AutoTech Awards (formerly known as the Informa Tech Automotive Awards) as a mark of commercial and technological excellence and innovation in automotive. This entry kit will guide you through the process, answer your questions and give you the best possible chance of winning an AutoTech Award in 2024.

## Why enter the AutoTech Awards?

- Prove you are the best in the industry.
- Motivate your team.
- Get recognition for the hard work and innovation coming from within your business.
- Gain new business.
- Impress your clients.
- Recruit new talent and retain your existing superstars.
- Beat your competition.
- Attend the networking and celebration event of the year!

## What do you win?

- 2x free entry tickets to AutoTech: Awards
- 30% off tickets to AutoTech: Detroit
- Comprehensive marketing package, including but not limited to:
  - Press release targeting automotive press network
  - Personalized collateral created by our team, including HTML email, social media post, email signature banners, etc.
- Exposure for your company name across the AutoTech: Awards and at selected points during AutoTech: Detroit

For more information, please contact Maria Conrado at [Maria.Conrado@informa.com](mailto:Maria.Conrado@informa.com)



# General Rules

- The AutoTech Awards are open to all organizations working in the automotive tech industry across the globe.
- The entry information you submit will be the only information that will accompany your submission throughout the judging process. This includes the supplementary information that you can provide in addition to your written entry.
- We are not able to accommodate requests to add further information or submit new information after the entry deadline.
- All entries should follow the requested format as detailed on the [online submission form](#), and the information detailed in the criteria completed to the best of your ability. It is important that you pay attention to the criteria and meet them as completely as possible; this ensures judging can be done based on an even playing field.
- All entries must be submitted via the online entry form. Entries submitted via any other means or format will not be recognized and disqualified, including those received by email, post or in-person delivery.

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# Eligibility & Confidentiality

- The eligibility period for submissions should relate to the period January 1, 2023, to December 31, 2023. Please make sure your entry only contains evidence of activity / products that were being commercially traded/launched, and projects that have taken place during this period.
- Eligibility for each award is clarified by company type and activity – before you enter, please check you are eligible to do so.
- Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories.
- Please note that entries submitted for last year's Informa Tech Automotive Awards 2023 cannot be re-entered for the AutoTech Awards 2024 unless it can be proved that substantial developments/improvements have taken place.
- The information in your entry will remain confidential within the WardsAuto Team, and if you make the shortlist, the judges. Confidentiality is something the WardsAuto team takes very seriously, and all our judges are expert professionals who understand the importance of professional confidentiality and discretion. Where necessary, for certain awards, Non-Disclosure Agreements can be signed by the judges.

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# Entries

- Entries open on Monday, January 29, 2024.
- Your written entry is the basis on which you will be judged and shortlisted. The entry form should be completed to the best of your ability and the content should show how you meet all the criteria in your chosen category. Please include all the information we ask for, otherwise your entry may not be put forward, or if it is, it may result in lower scoring from the judges.
- Entries must be submitted via the AutoTech Awards 2024 (informa.com) to be eligible for shortlisting and judging.
- Entries close on Friday, March 1, 2024, at 23:59 ET.
- Entries should be completed and submitted by the time and date above. • All requests for deadline extensions should be sent to [Maria.Conrado@Informa.com](mailto:Maria.Conrado@Informa.com) for consideration. Please note that requests sent to other members of the WardsAuto team may not be granted or forwarded.

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# Shortlist

- When entries have closed, shortlisting begins! The shortlist is selected by the Wards Intelligence and WardsAuto analyst & editorial teams.
- The shortlist will be announced approximately four weeks after entries close. If you are lucky enough to be shortlisted, you will be informed via email.
- Where entries are particularly competitive or of a particularly high volume in one category, the team will seek expert advice from outside counsel.
- All awards will have a specially curated judging panel, formed by mixing peers with those elsewhere in the value chain, to make sure that the judgement is informed and considered from all relevant sides of the industry.
- Judges will be required to score each shortlisted entry against the specific criteria for each award, which is why it is so important that each entry addresses each part of the criteria listed.
- Voting will be private to avoid lobbying or undue pressure from other judges or third parties. The scores will be collated and verified for any anomalies by the WardsAuto Team, and then averaged out to determine the winner.
- This system makes sure that every judge will read every entry and allows the WardsAuto team to identify any potential bias or inconsistencies in scores. Judges can recuse themselves from scoring entries if necessary, and the process is transparent and fair to all parties.
- The transparency of this judging process is hugely important to us; however, we will not be revealing the identities of our judges. This is in order to make sure we can retain our values of integrity and confidentiality while ensuring clear boundaries around the judging process.
- The winners will be announced at the AutoTech Awards ceremony, taking place on the evening of Tuesday June 4, 2024, at the Suburban Collection Showplace, Novi, Michigan, USA

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# The Entry Form

- Your entry must be no longer than 1,000 words and address the criteria set out in the category you're entering.
- To view the criteria and decide which award(s) you would like to enter, please visit the AutoTech Awards website.
- Please look at these criteria carefully when deciding on the appropriate category to enter, as entry categories cannot be changed once judging has commenced.
- If you enter an award and the WardsAuto team, feel your entry is more suited to another category, we reserve the right to move your entry into another category.
- Supporting material is optional and should be uploaded in the relevant places according to the form.
- We will use the information that you give us to compile the shortlist, so it's very important that you make sure you are using the correct spelling and including the right information, so that the listings end up correct.

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# Your Entry Checklist

Please make sure you have the following items to upload for your entry:

1. Your 1,000-word text only submission, to be entered into the text boxes on the online entry form as directed and according to the criteria. Testimonials are included in this word count.
2. Testimonials: Where we ask for testimonials, you should try and obtain these from clients, partners, and industry figures, rather than people who work for your organization. \*\*The only exceptions to this rule are entries within the Automotive Inspire Category – testimonials from colleagues will be accepted for these awards.
3. Any supporting material (optional) - such as images and video links – should be uploaded during this process too. Please note that only images and video links will be accepted as supporting material, with a limit of 3 images and one video link per entry.
4. A 50-word summary of your entry for publication following shortlisting, written in the third person (a separate text box will be provided on the entry form).

Got questions? Please contact Maria Conrado at [Maria.Conrado@informa.com](mailto:Maria.Conrado@informa.com) for more information.

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# The Categories & Criteria



## ACCELERATORS CATEGORY

*The Accelerators Awards Program is dedicated to recognizing those who are trailblazers in their field, paving the way for others. With three exhilarating categories to select from, including Rising Star of the Year, Automotive Woman of the Year, and Global Diversity, Equity & Inclusion Champion of the Year, we'll be shining a spotlight on the remarkable individuals who are making a real difference in the industry.*

- **Automotive Rising Star of the Year**
- **Automotive Woman of the Year**
- **Global Diversity, Equity & Inclusion Champion**



## COMPANY CATEGORY

- **Software Supplier of the Year**
- **Collaborative Partnership of the Year**
- **Automotive Tech Company of the Year**
- **OEM of the Year**, Sponsored by Sonatus. Awarded by the WardsAuto Team.



## PRODUCT & SERVICE CATEGORY

- **Automotive Product of the Year**
- **Automotive Service of the Year**

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## ACCLERATORS CATEGORY

**Automotive Rising Star of the Year**

**Automotive Woman of the Year**

**Global Diversity, Equity & Inclusion Champion**

# Automotive Rising Star of the Year

Recognizing an individual who is working full time in the automotive tech industry. Nominees should have made a sustained and significant contribution to the automotive technology industry over the course of their time in the industry. Nominated individuals should have demonstrably pushed the boundaries in their chosen field within automotive tech and will have contributed to positively driving change in the industry.

**Who is eligible for this award?** Anyone who has worked in the automotive tech industry, whether for an OEM, a Tier 1, software or hardware manufacturer, government organization, industry body or anything in between.

Nominations must include the following criteria:

- A brief overview of the individual and their time in the industry.
- Performance and achievements: Please provide examples of where the nominee has gone above and beyond to contribute to their role, and where they have succeeded on an exceptional level.
- Consistent Contribution: Please include details of projects the nominee has contributed to, with examples of how their input ensured success.
- Testimonials and endorsements from colleagues and other industry professionals in support of the nomination.
- LinkedIn profile.

Each winner will receive:

- A highlight reel of their career – we will require the names and contact details of 5-10 individuals who have worked closely with the winners, so we can produce a highlights video to play in the ceremony.
- Hosted on the WardsAuto blog, in our monthly eMagazine and in the AutoTech Awards eBook, our awards winner interviews shine a spotlight on excellence in automotive technology. Your interview will feature 8-10 questions spanning your career highlights, industry thought leadership and more.

*\*\*Please note that the winner of each category will be informed in advance, and we will need referrals for video testimonials about the individual in question, to produce a highlights reel for our ceremony. \*\**

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# Automotive Woman of the Year

## - in partnership with Women Automotive Network

Recognizing a woman that has demonstrated exceptional commitment to advancing automotive technology.

**Who is eligible for this award?** A woman who has worked in the automotive tech industry, whether for an OEM, a Tier 1, software or hardware manufacturer, government organization, industry body or anything in between.

Nominations must include the following criteria:

- A brief overview of the individual and their time in the industry.
- Performance and achievements: Please provide examples of where the nominee has gone above and beyond to contribute to their role, and where they have succeeded on an exceptional level.
- Consistent Contribution: Please include details of projects the nominee has contributed to, with examples of how their input ensured success.
- Testimonials and endorsements from colleagues and other industry professionals in support of the nomination.
- LinkedIn profile.

Each winner will receive:

- A highlight reel of their career – we will require the names and contact details of 5-10 individuals who have worked closely with the winners, so we can produce a highlights video to play in the ceremony.
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# Global Diversity, Equity & Inclusion Champion

## - in partnership with Women Automotive Network

Honoring a multinational company that has demonstrated outstanding commitment to diversity, equity, and inclusion on a global scale.

**Who is eligible for this award?** A company, whether an OEM, a Tier 1, software or hardware manufacturer, government organization, industry body or anything in between.

Nominations must include the following criteria:

- A brief overview of the company and their time in the industry 8 Information Classification: General
- Performance and achievements: Please provide examples of where the company has gone above and beyond to demonstrate an outstanding commitment to diversity, equity, and inclusion on a global scale.
- Testimonials and endorsements from employees and other industry professionals in support of the nomination
- LinkedIn profile

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## COMPANY CATEGORY

**Software Supplier of the Year**

**Collaborative Partnership of the Year**

**Automotive Tech Company of the Year**

**OEM of the Year, Sponsored by Sonatus.** *Awarded by the WardsAuto Team.*

# Software Supplier of the Year

The Software Supplier of the Year Award will recognize any software supplier globally who has had a stellar year from between January 1, 2023, and December 31, 2023, specifically relating to their development, adoption, and integration of automotive technology into vehicles. Please note that entries can only reference products/services/projects that are in progress, concluded or launched in the market between January 1, 2023, and December 31, 2023

**Who is eligible for this award?** Any software supplier that is engaged primarily in the business of manufacturing and/or integrating automotive technology software products and/or services for consumer vehicles, with the purpose of providing said software products and/or services to Tier 1 and OEM partners.

Nominations must include the following criteria:

- Evidence of successful development and integration of automotive software products and/or services into vehicles that are being currently being sold to the consumer. Please include 1-3 examples of vehicles that are currently in the market that include your product/service, with examples of how these features are best in class/unique.
- Commitment to technological innovation: Please provide examples of how your company is evolving to encourage new levels of technological achievement and adoption. Please include examples of where your company is setting and/or exceeding targets, and metrics for measuring success.
- Evidence of industry contribution: Please provide examples of how your company is contributing to the wider automotive technology industry through cross-industry projects, initiatives, and partnerships.
- Client and partner testimonials.

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# Collaborative Partnership of the Year

The Collaborative Partnership of the Year Award will recognize two or more companies who have undertaken a meaningful, non-commercial partnership with the objective of advancing the development and/or adoption of automotive technology between January 1, 2023, and December 31, 2023. Please note that entries can only reference partnerships that are in progress, concluded or launched between January 1, 2023, and December 31, 2023.

**Who is eligible for this award?** Any group of two or more automotive companies who are in a non-client relationship with the objective of advancing the development and/or adoption of automotive technology.

Nominations must include the following criteria:

- Contact information from each company involved in the partnership.
- An overview of the partnership. What has the partnership been formed to achieve? What problem(s) in the industry will it aim to solve? Please include detail regarding each company involved, with one approved contact per company, for verification purposes.
- Evidence of 1-3 objectives of the partnership, and how success is measured, including timelines for said achievements.
- Evidence of industry contribution: please provide examples of how your partnership is contributing to the wider automotive industry.
- 1 Testimonial from a senior figure at each company involved regarding the value of the partnership.

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# Automotive Tech Company of the Year

The Automotive Tech Company of the Year Award will recognize any Automotive Technology company globally who had a stellar year between January 1, 2023, and December 31, 2023. The Automotive Tech Company of the Year will have contributed to the Automotive Tech industry beyond just the financial and commercial – they will be innovating in AutoTech while also contributing to talent development, diversity, and community within AutoTech. Please note that entries can only reference products / services / projects / contributions that are in progress, concluded or launched in the market between January 1, 2023, and December 31, 2023.

**Who is eligible for this award?** Any organization that is engaged primarily with the Automotive Technology industry, providing products and/or services to Automotive partners and/or consumers.

Nominations must include the following criteria:

- Evidence of successful development and integration of automotive products and/or services into vehicles that are being currently being sold to the consumer. Please include 1-3 examples of L2+ vehicles that are currently in the market that include your product/service, with examples of how these features are best in class/unique.
- Commitment to technological innovation: please provide examples of how your company is evolving to encourage new levels of technological achievement and adoption. Please include examples of where your company is setting and/or exceeding targets, and metrics for measuring success.
- Evidence of industry contribution: please provide examples of how your company is contributing to the wider automotive technology industry through cross-industry projects, initiatives, and partnerships.
- Client and partner testimonials.

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## PRODUCT & SERVICE CATEGORY

**Automotive Product of the Year**  
**Automotive Service of the Year**

# Automotive Product of the Year

The Automotive Product of the Year award will recognize an outstanding technology product that has been commercially traded in the automotive market between January 1, 2023, and December 31, 2023. A product we would recognise could include but is not limited to software, hardware, a particular model of a vehicle, ADAS, or bespoke to vehicle applications.

**Who is eligible for this award?** Any organization, whether an OEM, a Tier 1, software or hardware manufacturer, government organization, industry body or anything in between that has developed and commercially traded an automotive technology product. Please note that the product must be **available in the market** – entries for prototypes/concepts will be disqualified.

Nominations must include the following criteria:

- A brief overview of your product and the role that it plays in the automotive industry.
- 1-3 examples of the unique features of your product; what does it do that delivers value above and beyond your competitors?
- 1-3 examples of the success of your product. Please include details of how success/value is measured; for example: internal KPI's, evidence of industry adoption on a significant scale, evidence of critical acclaim through journalism or other industry awards.
- 1-3 examples of customer benefits of your product – this can include both benefits to OEMs and consumers. For example, how has your product enabled your customer to achieve key business goals such as winning business or transforming internal processes? Is your technology very cost effective? Does it deliver easily measurable ROI?
- Client and partner testimonials.

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# Automotive Service of the Year

The Automotive Service of the Year award will recognize an outstanding automotive technology service that has been utilized by (directly or indirectly) consumers between January 1, 2023, and December 31, 2023. A service we would recognise could include but is not limited to a subscription service, innovative systems design, or consultation services for an automotive technology company.

**Who is eligible for this award?** Any organization, whether an OEM, a Tier 1, software or hardware manufacturer, government organization, industry body or anything in between that has developed and commercially traded an automotive service. Please note that the service must be **available in the market** – entries for prototypes/concepts will be disqualified.

Nominations must include the following criteria:

- A brief overview of your service and the role that it plays in the automotive industry.
- 1-3 examples of the unique features of your service; what does it do that delivers value above and beyond your competitors?
- 1-3 examples of the success of your service Please include details of how success/value is measured; for example: internal KPI's, evidence of industry adoption on a significant scale, evidence of critical acclaim through journalism or other industry awards.
- 1-3 examples of customer benefits of service – this can include both benefits to providers and/or consumers. For example, how has your service enabled your customer to achieve key business goals such as winning business or transforming internal processes? Is your service very cost effective? Does it deliver easily measurable ROI?
- Client and partner testimonials.

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