

MEMBER-FUNDED, MEMBER-INFORMED



WHO WE ARE

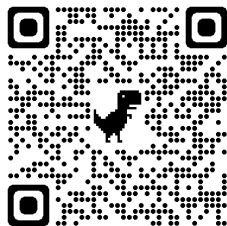
The Innovation Institute for Fan Experience (IIFX) was established in 2020 with the intent of building a global alliance and leading authority in the sports & entertainment industry's NEXT great leap in fan experience – one steeped in health, safety, security, and service.

We are bound together by passion and the incomparable skills of visionary thought leaders, subject matter experts, and advanced practitioners throughout the international sports & entertainment community.

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IIFX

How to Submit Your Nomination

Submit a Nomination Letter that includes the following information:

- **Person being nominated**, their organization, position/duty title, and contact information (i.e., email, phone number, etc.)
- **Award Title** (e.g., IIFX Technology Innovation Leader)
- **Examples supporting the criteria** considered for the award the person is being nominated to receive
- Additional information that supports the nomination
- **Person submitting the nomination**, their organization, and contact information ((i.e., email, phone number, etc.)

Submit nominations to
awards@iifx.org



TECHNOLOGY AWARDS



IIFX Innovation Awards

The **Innovation Institute Fan Experience (IIFX)** is a global alliance to help navigate and provide thought leadership for new and existing challenges that face the world of sports and entertainment. We promote a positive and memorable fan experience, one grounded in safety, security, health, and excellent service.

Through our work with industry leaders, the Innovation Institute can showcase the latest in technology, best practices, and protocols to accelerate the adoption of **innovative technology that will enhance the fan experience** throughout the sports and entertainment industry.

IIFX is excited to accept nominations

for people and venues who make an outstanding contribution to advance the fan experience within their respective community. Nominations can be made for an individual, a venue, and a technology category that is paving the way for broad adoption by the sports & entertainment industry in creating positive and exciting fan experiences.



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AWARDS

IIFX Technology Innovation Leader

Awarded to a person whose work is impacting the sports & entertainment industry with positive change through the use of technology. Some of the criteria to be considered will include how the person:

- **Provides insights and expertise to the sports & entertainment industry** through the application of new or innovative technologies.
- Actively **promotes the value of technology** to enhance fan experience.
- **Contributed to the implementation** of an innovative solution, idea, or combination of technologies thereby enhancing the fan experience within a venue.

IIFX Venue Award

Awarded to a **venue** that has deployed a **cutting edge, innovative solution** that increases and adds value to the fan experience. Criteria to be considered include, but is not limited to:

- Having a **defined vision and roadmap** to augment and expand the cutting edge, with innovative solution(s) to enhance the fan experience.
- The venue **deployed an innovative technology/solution within the last two years**.
- This **solution has led to a positive fan experience** grounded in safety, security, health, or service.
- This is **adding measurable value** and can **quantify an ROI** related to this deployment.
- This solution is documented and can be adapted and used by others to enhance the fan experience.

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IIFX Technology Award

Awarded for an innovative technology that sports & entertainment venues can deploy to create an enjoyable fan experience grounded in safety, security, health, and/or service. Criteria to be considered will include:

- **Referenceable use cases** for this technology.
- Deployments of the technology with respect to privacy, cybersecurity, and sustainability.
- **Demonstrated implementation** of a new, innovative, and improved technology, product or process.
- **How the deployed technology has helped improve the efficiency** within the area of operations, sales and fan experience.

IIFX Women Innovator Award

Awarded to a **person** who is **advancing opportunities and paving the way to success** for women in the sports & entertainment industry. Criteria to be considered include, but is not limited to:

- **Referenceable contributions to advancing women in the sports & entertainment within the past three years**. These contributions may include volunteer activities and/or grassroots efforts, new programs, new company policies to promote a more diverse workforce, and thought leadership.
- This person actively contributes to **promoting women's professional growth through mentorship and/or sponsorship**.
- **Demonstrates the highest levels of professionalism and integrity** in the sports & entertainment industry.

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