

# 2010

GUIDEBOOK

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PINNACLE  
AWARD

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INNOVATION

# PINNACLE AWARD

## INNOVATION

The Pinnacle Awards and the standard of service excellence which they represent have the proud support of the BOMA Calgary Board of Directors. These standards should be the minimum objective for all BOMA members. The Pinnacle Awards allow us to celebrate the company and individual successes of our members. These successes establish members as leaders in their industries and the individuals who, by setting examples, carry their companies to even greater accomplishments.

BOMA Calgary is actively involved in recognizing companies for their efforts to instill excellence in our industry. Presented below are points of information; selection criteria; and, the process pertaining to your submission for this prestigious award.

### Eligibility

- Entries are to be submitted on a self-nominating basis.
- Judging of the entry will be based on your written submission and meeting of all submission criteria and requirements as listed in the Submission Guidebook.
- Entrants must be BOMA Calgary members.

### Pinnacle Award (National)

The winner is eligible to enter the 2010 BOMA Canada national awards competition. Visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information.

### Registration

A Pinnacle Award Registration Form must be received by BOMA Calgary prior to the issuance of the Submissions Guidebook.

### Submission Deadline

Formal submissions must be received by 4 p.m. March 12, 2010.

### Submission Requirements

The purpose of the Pinnacle Award for Innovation is to recognize and promote innovation in the commercial real estate industry, whether it is a uniquely beneficial program, product or service, a better way to solve specific needs or an ingenious way to keep customers happy.

**PINNACLE AWARD**  
INNOVATION**Written Submission** (see synopsis below for details)

1. A cover sheet stating the following must be included:  
Name of property owner/management company or service/supplier company as well as the name, phone number and address of the person who will receive all correspondence.
2. Submissions must be made on company letterhead using your company standard issue presentation covers and binding format.
3. Submission must be a maximum of 5 pages (single side of a sheet of paper in 12-point type). Additional information will not be considered.

**Logo**

A digital vector line or high resolution JPG/TIFF copy of your corporate logo must be provided on disk or via E-mail.

**Verification**

Entrants will be contacted by the judges to obtain further clarification or a demonstration of the innovation submitted.

**Summary of Judges' Scoring**

A minimum of 70% or 70 points must be earned to be eligible.

**Synopsis**

Your written submission should support the company's approach to innovation and it should make note of specific details that deserve merit. The written submission should be brief (maximum five pages) and address the following. However, the format is open and you are encouraged to include any information that you feel will assist the judges:

1. Describe how innovation is encouraged and rewarded in your company
2. Describe the innovative program, product or service, how it is unique, and how it benefits the commercial real estate industry.
3. Describe how this has benefited your company and/or your clients, and the impact it has on business. How does the innovation make the building owner/manager's or customer's job easier, less stressful or more productive? Has it increased your company's or your client's efficiency, productivity and/or revenue?
4. Describe how you included employee and/or customer input into the development of the innovation.
5. Identify key clients where this innovation is applied or implemented.