



we®
watercoolers europe

AQUA AWARDS & GALA DINNER

20 OCTOBER 2022, LISBON, PORTUGAL





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AQUA AWARDS

The Aqua Awards Ceremony, held at the annual Watercoolers Europe Conference and Fair, is a tradition extending back over 20 years. It recognises excellence in the water dispenser industry in marketing, innovation and public relations, as well as products and programmes which enhance sustainability.

WHO CAN ENTER?

Full members of WE, either directly or through their National Association - **THERE IS NO ENTRY FEE!** There are 5 categories – one of them could be your company's ticket to a treasured WE Aqua Award.



Best Website

Best Product Innovation

Best Promotion of Health & Hydration

Best Environmental Practice/Green Initiative

Best Marketing Campaign

This could be your year! Have a look at the award categories and see where you can best present your company's work, services, products, campaigns, marketing initiatives - or all of them. This is your opportunity to present your company to an audience of experts and colleagues in the industry.

WE ARE LOOKING FOR:

- Dynamic and forward thinking initiatives
- Marketing that promotes the industry as a whole
- A clear message
- Effective use of colour and images to attract and hold the customer's interest
- The relevance of the nomination to its stated objective



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HOW TO ENTER?

Please complete the form below and ensure that each nomination is sent with the appropriate attachments.

BENEFITS FOR APPLICANTS & WINNERS

The Aqua Awards is an excellent way to promote your brand to the event's visitors and the wider audience online. Check out the fantastic package for winners and applicants.



**STATUETTE &
CERTIFICATES
WILL BE GIVEN TO
THE WINNERS**



**INTERVIEW WITH
THE WINNERS WILL
BE PUBLISHED ON
THE WATERCOOLERS
EUROPE WEBSITE
AND IN THE MONTHLY
NEWSLETTER**



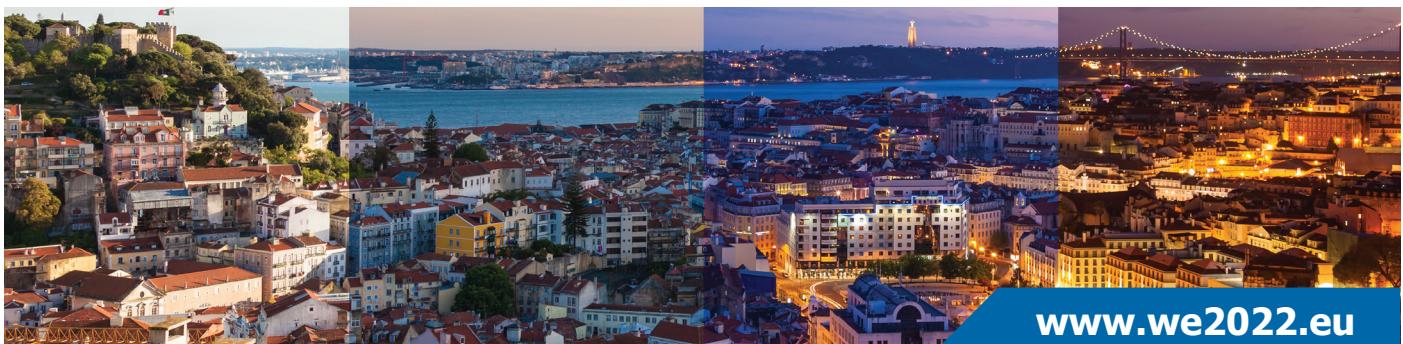
**THE WINNING
PRESENTATIONS WILL
BE SHOWN DURING
THE AQUA AWARDS
CEREMONY AT THE
GALA DINNER**



JURY

There is an international jury that consists of representatives nominated by WE and National Associations.

The winners will be chosen from the votes from the jury appointed by WE (75%) and National Associations (25%).



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CRITERIA FOR JUDGING 2022 AQUA AWARD CATEGORIES:



BEST WEBSITE

- Effective navigation
- Relevant content
- Performance and speed
- Attractive and appealing design
- Inclusion of WE/National Association logo
- Promotion of the watercooler industry if appropriate



BEST PRODUCT INNOVATION

- Innovative technology within the standards of the industry
- Stands out from the crowd
- A recognised benefit to the user
- Promotion of the watercooler industry if appropriate



BEST PROMOTION OF HEALTH & HYDRATION

- Immediate positive impact on target audience
- Relevance to audience
- Lasting impression on audience of key message
- Promotion of the watercooler industry
- Inclusion of the WE/National Association logo
- Attractive and appealing design



BEST ENVIRONMENTAL PRACTICE/GREEN INITIATIVE

- Total commitment to the benefit of the environment
- Immediate impact on target audience
- Lasting impression on target audience to continue this initiative
- Promotion of the watercooler industry
- Inclusion of the WE/National Association logo
- Attractive and appealing design



BEST MARKETING CAMPAIGN

- Easily understood campaign message
- Immediate positive impact on target audience – to inform/persuade/remind customers of campaign message
- Lasting impression on target audience of this message
- Promotion of the watercooler industry
- Inclusion of the WE/National Association logo
- Attractive and appealing design



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GALA DINNER

WE Aqua Awards winners will be announced at the Gala Dinner to be held on **20th October 2022** in **SUD Lisboa** – a fabulous place with a spectacular view at the Tag River. Each category winner will have their presentation shown to the assembled audience of colleagues and business partners.



SUD LISBOA



AMAZING SHOW

The Aqua Awards ceremony wouldn't be complete without its highlight - a fabulous show! This year our guests will be taken on an amazing journey through Portuguese history and its most spectacular discoveries.

Vasco da Gama will take you for an impressive performance inspired by the sea and oceans. You will travel accompanied by the rolling of African drums, witnessing the joyful Brasilian Samba and Capoeira with a colourful Bollywood dance and with Portuguese nostalgic Fado music.

The journey will come to a close in the world of French cabaret and the famous Moulin Rouge chic. You will experience the legendary Cancan and many other unforgettable moments full of emotions and surprises.



SUD LISBOA
Avenida Brasília – Pavilhão Poente (next to MAAT)
1300-598 Lisboa | +351 211 592 700 | info@sudlisboa.com

20 OCTOBER 2022 THURSDAY NIGHT

FOR EVERY 5 PURCHASED TICKETS
FOR THE GALA DINNER
YOU WILL RECEIVE 3 TICKETS
COMPLEMENTARY

we
watercoolers europe

EUROPEAN aqua AWARDS 2022

**OUR GALA DINNER NIGHT
IS NOT TO BE MISSED!**

See other special
packages at
www.we2022.eu



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AQUA AWARDS 2022 ENTRY FORM

Applications must be submitted before 15th September 2022.

COMPANY DETAILS

COMPANY			
VAT NO			CONTACT PERSON
ADDRESS			
POST CODE			CITY
REGION/STATE			COUNTRY
TEL.	Country Code		MOBILE PHONE
E-MAIL			WEBSITE

PLEASE INDICATE YOUR COMPANY'S CATEGORY AND TO WHICH ASSOCIATION YOU BELONG

BOTTLER	<input type="checkbox"/>	DIRECT WE MEMBER	<input type="checkbox"/>
DISTRIBUTOR	<input type="checkbox"/>	NATIONAL ASSOCIATION MEMBER, PLEASE SPECIFY:	
INDUSTRY SUPPLIER/MANUFACTURER	<input type="checkbox"/>	

PLEASE INDICATE BELOW THE CATEGORIES YOU ARE ENTERING

BEST WEBSITE	<input type="checkbox"/>	BEST ENVIRONMENTAL PRACTICE/GREEN INITIATIVE	<input type="checkbox"/>
BEST PRODUCT INNOVATION	<input type="checkbox"/>	BEST MARKETING CAMPAIGN	<input type="checkbox"/>
BEST PROMOTION OF HEALTH & HYDRATION	<input type="checkbox"/>		



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AQUA AWARDS 2022 ENTRY FORM

PLEASE INDICATE BELOW THE MATERIALS YOU ARE ATTACHING

PRESENTATION

POWERPOINT

KEY NOTE

MOVIE AND SOUND FILES

MP4 FILE

NUMBER OF MP4 FILES

MP3 FILE

NUMBER OF MP3 FILES

PHOTOS

JPG FILE

NUMBER OF JPG FILES

PNG FILE

NUMBER OF PNG FILES

GIF FILE

NUMBER OF GIF FILES

LOGO

COMPANY LOGO (.EPS OR .AI)

PRODUCT LOGO (.EPS OR .AI)

STATEMENT

OBJECTIVE STATEMENT FOR CATEGORY: BEST WEBSITE

OBJECTIVE STATEMENT FOR CATEGORY: BEST PRODUCT INNOVATION

OBJECTIVE STATEMENT FOR CATEGORY: BEST PROMOTION OF HEALTH & HYDRATION

OBJECTIVE STATEMENT FOR CATEGORY: BEST ENVIRONMENTAL PRACTICE/GREEN INITIATIVE

OBJECTIVE STATEMENT FOR CATEGORY: BEST MARKETING CAMPAIGN



REQUIRED MATERIALS:

PRESENTATION:	the nominations must be presented in PowerPoint or Keynote format (3 - 5 slides)
	all movies or sound files inserted into the presentation must also be attached as separate files (mp4, mp3)
MOVIES AND SOUND FILES:	if original movies were created in a language other than English, they must have English subtitles all sound files must be submitted in English
PHOTOS:	all photos inserted into the presentation must also be attached separately in high resolution (.jpg, .gif, .png)
LOGO:	logos of the applying company and nominated product must be submitted in vectors (.eps or .ai)
STATEMENT:	a typewritten 50 word statement (in MS Word) explaining the aims behind the entry and stating the target audience must be submitted

