

# Professional **TOOL & EQUIPMENT** NEWS



**Program benefits include:**

- All nominated products will be featured in the Innovation Awards editorial sections in the February 2008 issues of *Professional Tool & Equipment News* and *Professional Distributor* magazines, as well as in featured spots on their associated websites (www.pten.com, www.professionaldistributor magazine.com).
- Nominated tools and equipment will be viewed and voted on by PTEN's panel of active auto technicians to review innovativeness of the products.
- Winning tools and equipment will be featured in the March 2008 issues of *Professional Tool & Equipment News* and *Professional Distributor* magazines, as well as in featured spots on their associated websites.

**Does your company have the *most innovative* tools and equipment in the automotive aftermarket today?**

If your company has new, innovative tools or equipment, launched between Nov. 2006 and Nov. 2007, it is eligible for the 2008 Innovation Awards program, sponsored by *Professional Tool & Equipment News* and PTEN.com.

A specific product may only be entered once, but you can enter as many unique products as you'd like! All details are on the entry form found on the back of this card.

***Don't miss your chance to have your product nominated for a 2008 PTEN Innovation Award!***

Enter below to see if your company has the most *innovative* tools and equipment in the market today.



**CALL FOR ENTRIES**

Recognizing New, Innovative Tools and Equipment.

### 2008 Innovation Awards

The *Professional Tool & Equipment News* **Innovation Awards** recognize those outstanding companies whose products respond to the automotive repair industry's market challenges with creativity and innovation. We invite you to nominate your company for this prestigious award.

#### ELIGIBILITY

Only products introduced between November 2006 and November 2007 qualify.

#### REQUIREMENTS

Companies must submit a completed entry form for each individual product entered.

A product may only be entered once, but a company may submit more than one unique product.

#### All entries must be accompanied by:

- An official entry form (photocopies ok).
- A 125-150 word statement describing the product as it relates to innovativeness, ease of use, durability and increased efficiency.
- A copy of the product's technical literature/specifications.
- A hi-resolution (300 dpi or better) four-color photograph or digital image of the product (jpeg or tif) AND a company logo.

#### JUDGING

- A panel of automotive repair industry professionals will evaluate each submission based on its contribution to the automotive repair industry.

**Send Entries to:**  
2008 Innovation Awards  
Attention: Brendan Dooley  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
brendan@pten.com  
(800) 547-7377 x 1363

Disclaimer: Cygnus Business Media does not endorse or test any of the entrant products of the Innovation Awards, and does not warrant the safety or suitability for use of any of the products. The Innovation Awards are not affiliated with any advertising program. Winners are judged solely upon the merits of their product submissions, as determined by the judges. Product descriptions will be used verbatim for judging purposes.



### 2008 Innovation Awards OFFICIAL ENTRY FORM

Deadline **January 15, 2008**

Please complete this form and attach to entry materials.

#### Categories: (Mark only one)

- Air Conditioning Tools & Equipment
- Alignment Equipment
- Battery Chargers, Testers
- Body Shop Tools & Equipment
- Brake Service Tools & Equipment
- Chemicals
- Compressed Air Systems
- Cooling System Equipment
- Diagnostic Test Equipment
- Hand Tools
- Jacks & Stands
- Leak Detectors
- Lifts
- Lubrication Service Equipment
- Misc. Shop Equipment
- Parts Washers, Pressure Washers
- Personal Gear
- Power Tools
- Preventive Maintenance
- Repair Information Sources
- Safety Equipment
- Shop Environment
- Shop Lighting
- Specialty Tools
- Suspension Tools & Equipment
- Tire Service Equipment
- Tool Storage:  
Tool Boxes, Work Benches,  
Tool Organizers
- Transmission Service Equipment
- Welding Equipment
- Wheel Balancers, Tire Changers,  
Wheel Service
- Work Lights

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Product Name \_\_\_\_\_

Date product was available for sale \_\_\_\_\_

**Entry Fee:** \$150 U.S. for first or single entry. Additional entries from the same company are \$100 each. Checks should be made payable to *Cygnus Business Media, c/o Professional Tool & Equipment News*.