

htng TechOvation award

TERMS & CONDITIONS

- 1. Agreement to Rules:** By entering the HTNG TechOvation Award contest ("Contest"), your company agrees to comply with these Official Rules. All decisions regarding the Contest will be made by AHLA in its sole discretion and are final.
- 2. Eligibility:** This Contest is open to AHLA members and non-members. Members are given a discounted price for the second round as long as membership is current through completion of the Contest. Companies that co-developed a solution can submit that solution jointly.
- 3. Originality:** Any product entered must have been released to the marketplace during 2025, or is currently in its Beta Phase planned to be released during 2026.
- 4. Rights:** By submitting your product, you are promising that you own all rights to images, content and related collateral. You also agree to allow AHLA to use your product name and your organization's name, identification, and logo to promote or publicize the award in any manner, without limitation, and without further compensation. You agree to indemnify AHLA, including for legal costs, against any challenges to the ownership, use of, or rights to your product's technology and promotional material.
- 5. Initial Round Deadlines:** The Contest application and Initial entry fee are due by 11:59 PM CST on Friday, August 21, 2026 and the video is due by 11:59 PM CST on Friday, August 28, 2026.
- 6. Initial Entry Fee:** The initial entry fee is US \$250. The initial Entry Fee can be paid by Credit Card, ACH (US banks only), check drawn on a US bank, or bank transfer. There is an additional fee for Semi-Finalists, see section 10.
- 7. Refunds:** IF THE ENTRY FORM, INITIAL ENTRY FEE, OR VIDEO IS NOT RECEIVED BY THE DEADLINES STATED ABOVE, AHLA RESERVES THE RIGHT TO CANCEL THE ENTRY. THE INITIAL ENTRY FEE IS NOT REFUNDED IF THE ENTRY DOES NOT ADVANCE TO THE FINAL ROUND.
- 8. Video Regulations:** For the initial phase of the Contest, entrants will submit a video not to exceed 1:30 (one minute thirty seconds) in a format that is able to be uploaded to YouTube. For YouTube technical requirements, refer to <https://support.google.com/youtube/troubleshooter/2888402?hl=en>. Videos will be made public and provided to judges on Monday, September 7, 2026. Videos must abide by the AHLA Antitrust Policy, which can be found [here](#). Entries that do not adhere to the above guidelines are subject to cancellation without refund.
- 9. Selection of Semi-Finalists:** Videos will be viewed, and products evaluated by a panel of judges selected by AHLA. The top ten videos voted on by the judges will have the opportunity to present live at The Hospitality Show (more information to follow).
- 10. Semi-Finalist Fee:** If your product is selected as one of the 10 semi-finalists, the fee for the second round is US \$5,000 for nonmembers, US \$3,500 for AHLA Allied members, and US \$2,500 for HTNG Startup members. Membership must be current through completion of the Contest to receive the discounted rate. The semi-finalist fee can be paid by Credit Card, ACH (US banks only), check drawn on a US bank, or bank transfer.
- 11. Semi-Finalist Deadlines:** The 10 semi-finalists will be announced on Monday, September 21, 2026, and the semi-finalist fee is due on Monday, September 28, 2026. Semi-Finalists must submit slide presentations to AHLA by Friday, October 16, 2026. If a semi-finalist fails to meet either of these deadlines, AHLA may re-move them from the contest without refund and award their semi-finalist spot to the next highest contestant on the waiting list.
- 12. Semi-Finalist Refunds:** IF THE SEMI-FINALIST FEE PAYMENT OR PRESENTATION ARE NOT RECEIVED BY THE DEADLINES STATED ABOVE, AHLA RESERVES THE RIGHT TO CANCEL THE ENTRY WITHOUT PAYMENT REFUND.
- 13. Conference Registrations:** One show floor pass to The Hospitality Show is included in the fee for each of the 10 semi-finalists. This will include access for one person from Monday, November 2, 2026 through Wednesday, November 4, 2026.
- 14. Travel Arrangements:** Travel and hotel arrangements are not included and must be arranged at the semi-finalist's expense. Visit www.thehospitalityshow.com for more information.
- 15. Presentations:** During The Hospitality Show, held November 2-4, 2026 in Miami, FL, one person from each semi-finalist company will present their product to the judging panel and the audience for no more than four minutes, using a choice of PowerPoint slides, live demonstration and/or embedded videos. Slide presentations must be saved in PowerPoint format at a 16:9 aspect ratio with all fonts embedded. Entrants will be limited to one minute to set up the presentation. Presenters must make travel arrangements to attend the event in-person. For the 10 semi-finalists, presentation slides are due by Friday, October 16, 2026.
- 16. Selection of Winner:** Following the 10 presentations, the judging panel will select the three finalists, and the audience will select the winner during the live event.
- 17. Semi-finalists agree that if they are speaking at The Hospitality Show in a session prior to the live TechOvation competition, any mention or display of their company's entered product may result in disqualification with no refund of entry fees.**
- 18. Semi-finalists agree that they may NOT solicit investment funds during the presentations but are welcome to meet one-on-one with accredited investors who attend. Presenter must also abide by the AHLA Antitrust Policy, which can be found [here](#).**
- 19. Prizes:** The three finalists are able to use the terminology 2026 HTNG TechOvation Award Finalist (or 2026 HTNG TechOvation Award Winner for the winner only) in product marketing for as long as that product is available in the marketplace. The winner will be included in a press release, receive a trophy, and the three finalists will receive electronic logo art for use in promotional communications. AHLA will provide photos of the award ceremony to the three finalists.
- 20. Publicity:** Entrants agree that AHLA must approve any written public announcement, such as a press release, before they may distribute it, and that AHLA will not authorize release until its own press release has been issued. Entrants also grant AHLA permission to use their company and product name in promotional communications about the award and its entrants and winners, including a press release and listing on AHLA's website. By entering, Entrant also confirms that they have the authority to grant permission on behalf of the applicant company(ies). Entrant agrees that AHLA may share the contact details of submitter and/or presenter with media partners who may contact them for interviews, product information or other purposes.
- 21. AHLA is not responsible for errors of any kind, including technical hardware or software failures in connection with the Contest, including lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit entrants' ability to participate in the Contest.**
- 22. AHLA reserves the right to cancel or modify the Contest if fraud, misconduct or technical failures harm the integrity of the Contest. In the event of cancellation, a notice will be posted online and any entry fees for the current round will be refunded.**
- 23. AHLA's liability to the entrant shall in no case exceed the entry fees paid.**
- 24. AHLA reserves the right to disqualify and/or rescind the award of a company if fraud or tampering is discovered or if the member fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Kickbacks, bribes, or other forms of compensation for a vote are in violation of the Contest rules and will subject the entrant to a minimum of disqualification in the Contest for that year and forfeiture of all fees paid.**
- 25. This Contest is governed by the laws of the District of Columbia. All claims relating in any manner to this Contest or to any submission must be resolved in the federal courts of the United States of America or courts of the District of Columbia. All issues and questions concerning the construction, validity, rights, and obligations of participants and AHLA in connection with the Contest, shall be governed by and construed in accordance with the laws of the District of Columbia, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any jurisdiction other than the District of Columbia.**
- 26. AHLA is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the website.**
- 27. For more information or clarification of any of these rules, please contact TechOvation@ahla.com.**