

Name of Firm: \_\_\_\_\_

## Judging Criteria

When reviewing the nomination forms please use the following as a point-based system for selection your TopID firms. The firms with the top 3 scores are your TopID firms. **Submit completed judging form of your top 3 choices, along with the original nomination form AND the total of 3 images you acquired from each winning firm to NEWH, Inc. by August 31, 2022.**

First and foremost – the firm needs a completed nomination form AND 1 photograph for each of the 3 projects submitted by the firm (*the chapter/regional boards are required to acquire these photographs from each nominated firm*). The firm can self-nominate for this award, if a firm hasn't been nominated the board may reach out to the firm but the firm will need to be an active participant in the nomination process.

Firms of all sizes and disciplines are welcome to participate, hospitality design must be a discipline within the firm. TopID firms can win this award consecutively, there is no limit on years won.

## Minimum Criteria – required

- Current Membership (one person within the local firm must be a current voting member in good standing with NEWH – (NEWH, Inc. will confirm membership status from the online submissions before forwarding the nomination form to your board)
- **Update:** Minimum of 3 custom hospitality projects\* completed by local firm within the **30-month period** prior to nomination (January 1, 2020 to June 30, 2022) with 150-word written narrative describing the projects' **unique design elements/attributes that make the project distinct in the industry today** (\*custom projects are non-program work where designs are not pre-determined by a brand)
- **NEW CRITERIA:** To qualify as a TopID nominee, the firm **must** provide one photograph per project with nomination submission (total of 3 photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) (*\*Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the 3 images will be required to be sent in with your chapter/regional group's final 3 TopID recipients to NEWH, Inc.*) *Nomination submissions that do not include all of the above should be considered an incomplete submission.*
- Firm must have an accessible website

**Yes, this firm meets all Minimum Required Criteria**

**STOP: If you have 3 or less nominees remaining at this point, you have your TopID winners! If you have more than 3 nominees remaining, please use the bonus criteria below to narrow down your results. \*See Wild Card Option on page 2**

## Bonus Criteria – point system (1 point each, unless indicated)

- \_\_\_\_\_ More than one NEWH member employed by the firm (2-3 members = 1 point; 3+ members = 2 points) **max 2 bonus points**
- \_\_\_\_\_ Active company participation (attends at least one NEWH event a year) (1-3 events = 1 point; 3+ events = 2 points)
- \_\_\_\_\_ Active local board or committee member (point for each board/committee member from firm) **max 1 bonus point for voting board position, max 1 bonus point for committee (2 total max bonus points)**
- \_\_\_\_\_ Chapter Business Membership (Chapter Level Business = 1 point; Top Tier membership = 2 points)
- \_\_\_\_\_ **List up to 12 custom hospitality projects\*** completed by **local** firm in the past 30 months (1 point for up to 6 projects; 2 points 7-12 projects) (\*custom projects are non-program work where designs are not pre-determined by a brand) **(2 total max bonus points)**
- \_\_\_\_\_ List **up to 6** industry design related awards received by local firm related to hospitality projects (excluding any NEWH TopID awards) (additional point for 1-3 awards, 2 points for 4-6 awards, within 30 months – January 1, 2020 to June 30, 2022 – noted on nomination form) **max 2 bonus points**
- \_\_\_\_\_ List **up to 6** notable publications of hospitality work of **local** firm (additional point for 1-3 publications, 2 points for 4-6 publications, within last 30 months – January 1, 2020 to June 30, 2022 – noted on nomination form) **max 2 bonus points**
- \_\_\_\_\_ **Total Points**

**REMEMBER: Build up the excitement and anticipation - keep your winners SECRET until your award presentation! (whether that's at an event or in person)**

## Judging Form 2023 TopID

### **\*NEW for 2023 TopID: Wild Card Recipient for third TopID recipient (Optional)**

After determining your top 2 TopID recipients, the judging committee has the opportunity to select one firm for the third slot as their 'Wild Card'. Wild Cards can be chosen based on reaching minimum criteria only – bonus points will not be required.

The Wild Card selection should be chosen if your chapter/regional group wants to highlight an up-and-coming hospitality firm (i.e. a firm that has completed a notable hospitality project, or a firm who may not be as large or have as many hospitality projects/awards/members in the judging process to earn bonus points).

Please remember the Wild Card option is not mandatory and you do not need to select a Wild Card if you are comfortable with your top 3 recipients based on the judging results. Please be thoughtful and purposeful if you are replacing a qualified third place firm with your Wild Card selection.

The Wild Card recipient will not know they are a Wild Card selection. Please do not disclose this to any of your nominees.