

The Martech Weekly (TMW) 100 Awards 2023 – Fact Sheet

Overview

The TMW 100 Innovation Awards is the world's first independent awards event recognizing innovation in the global marketing technology industry. Applications are open for submission from 15 June 2023 until 1 September 2023, with the Top 100 list released on 15 September 2023. The top three places will be announced live at [MOps-Apalooza 2023](#) – a community-led summit bringing together 500+ marketing and revenue operations industry representatives – in California on 7 November 2023.

* Successful entrants will be notified no later than Monday the 11th of September

* People's choice voting goes live from the 15th of September

Eligibility

Any company that develops or sells technology for use in the marketing technology industry and that has been operating in the last 12 months can apply. We encourage applications from companies that have released or adapted a novel product or technology, demonstrated innovation in serving customers, or have developed unique or disruptive business approaches in this space.

Application process and fees

To apply, submit an application at <https://tmw100.awardsplatform.com/> by the deadline of 1 September 2023. Application fees are \$399USD, with an early bird application fee of \$299USD (25% discount) if received by 15 July 2023. Only one application per entrant, refunds apply if the event is cancelled.

All intellectual property rights in applications and underlying materials remains with applicants; TMW will only use applications to conduct the awards and facilitate prizes and for limited analytic and promotional purposes.

Prizes and Recognition

TMW 100 Nominees:

- TMW Top 100 and ranked badges and related marketing assets to build brand awareness.
- A feature in the Top 100 rankings list on themartechweekly.com.
- A feature in the 2023 MarTech Innovation Index Report.

First Place:

- Flights, hotel and VIP pass for one delegate to MOps-Apalooza 2023.
- Opportunity to present a case study and demonstration at event.
- First-place trophy and digital badge.
- Front-page feature in the 2023 MarTech Innovation Index Report.
- Subscriptions to TMW PRO (500 users) and MarketingOps.com PRO.
- \$1,000USD credit for use on MarketingOps.com.

Second and Third Place:

- Flights, hotel (second place) and VIP pass for one delegate to MOps-Apalooza 2023.
- Opportunity to participate in a winners' panel session at event.
- Trophy and digital badge according to placement.
- Feature in the 2023 MarTech Innovation Index Report.
- Subscriptions to TMW PRO and MarketingOps.com PRO.

Awards process and criteria: Stage 1 – Judge's Pick: A panel of industry-leading judges will assess your application against criteria such as novelty, impact, excellence and ethics and will select a total of 36 "Judge's Pick" nominees from all entries, who will be announced and published on 15 September 2023.

Stage 2 – People's Choice: All approved applications will be entered into a People's Choice voting round by the public, with voting open between 15 - 29 September 2023. To help ensure representation in the voting process regardless of company size, a voting multiplier will be applied in favour of smaller companies. Winners will be announced at the TWM 100 award ceremony at MOps-Apalooza on 7 November 2023.

Contact Us: Have questions? Please reach out to us at awards@themartechweekly.com. Full terms and conditions apply – click [here](#) for a copy of the Awards rules.