IoThinkTank | IOT AWARDS

OPERATIONS & SMART SPACES

IoT Asset Tracking & Visibility Award

Turning Real-Time Visibility Into Operational Control

ENTRY GUIDE

Award details, dates, and past winners: iothinktank.com/iot-asset-tracking-visibility-award/



About the award

The IoT Asset Tracking & Visibility Award recognizes connected technologies that help organizations locate, monitor, and manage physical assets with greater accuracy, speed, and control. From equipment and tools to vehicles, inventory, containers, and high-value goods, these solutions give teams a clearer view of where assets are, what condition they are in, and how they are being used.

This award honors the organizations combining sensors, tags, gateways, networks, software platforms, and analytics to turn physical movement and asset status into actionable intelligence. The strongest entries reduce loss, increase utilization, prevent delays, strengthen chain of custody, improve maintenance, or create new visibility across complex operations.

Why IoT matters in asset tracking and visibility

Assets move across facilities, job sites, warehouses, transportation networks, customer locations, and supply chains. Without connected visibility, organizations often depend on manual records, delayed updates, or incomplete information that can lead to misplaced equipment, inventory errors, downtime, theft, and avoidable operational costs.

IoT asset tracking creates a continuous flow of location, condition, identity, and usage data. By connecting physical assets to real-time operational systems, organizations can respond faster, improve planning, automate workflows, protect valuable resources, and make more informed decisions across indoor and outdoor environments.

Who should enter

- Asset tracking platform providers
- GPS and cellular tracking solution developers
- Fleet, logistics, and supply chain visibility platforms
- Equipment, inventory, and tool tracking innovators
- RTLS and indoor positioning innovators
- BLE, RFID, UWB, and LPWAN technology providers
- Condition monitoring and cold chain solution providers
- Organizations deploying connected asset visibility at scale

Entries are welcome from organizations developing or deploying connected technologies that improve asset location, condition monitoring, utilization, accountability, security, or operational visibility.

What to include

Describe the asset visibility challenge, tracking technology, coverage environment, location and condition data, integrations, deployment scale, data quality, and measurable operational outcomes. Explain the solution's technical approach, implementation maturity, integrations, scale, security, reliability, and practical value.

- Quantified improvements in location accuracy, inventory accuracy, utilization, recovery, shrinkage, dwell time, service levels, safety, labor efficiency, or cost
- Deployment details, including locations, devices, users, systems, operating conditions, and implementation timeline
- Customer, client, or end-user identification when the entry relies on a real-world deployment
- Supporting evidence, including case studies, performance data, dashboards, customer validation, images, videos, technical documents, or information URLs
- Any confidentiality, regulatory, embargo, or publicity restrictions

Supporting collateral should make the entry easier to verify and evaluate. Include the strongest evidence available, and clearly distinguish measured results from estimates, projections, or planned outcomes.

Eligibility

The award is open to organizations and individuals developing or deploying connected technologies in warehouses, hospitals, factories, fleets, supply chains, construction sites, campuses, retail operations, and distributed field environments. Commercial products, platforms, public-sector programs, research-led deployments, pilots, and customer implementations are eligible when the entry includes enough evidence for meaningful evaluation.

Submitted work should be active, deployed, launched, or meaningfully advanced during the current awards cycle. Entrants may submit their own solution or a customer deployment with appropriate authorization.

Each product, platform, deployment, or project requires a separate submission and entry fee.

How it's judged

Every entry is scored out of 100 on five criteria. This award uses the Use Case, Deployment & Industry weighting, so evidence of real-world results counts most.

Innovation & Differentiation	20
Evidence & Measurable Impact	40
Execution & Scalability	25
Category Fit	10
Leadership & Industry Contribution	5

For this award, judges look for

- Innovation in asset tracking technology, positioning, sensing, connectivity, analytics, or deployment methodology
- Accuracy and reliability of location, condition, identity, or usage data across real-world environments
- Operational impact through reduced loss, stronger utilization, faster workflows, improved maintenance, or better decision making
- Scalability across assets, facilities, fleets, regions, customers, or complex operating environments
- Integration maturity with existing enterprise systems, operational workflows, devices, networks, or data platforms
- Evidence quality and adoption potential demonstrated through deployment results, customer validation, measurable outcomes, or clear operational value

Tips for a strong entry

Lead with the problem and the result.

Open with what wasn't working and what changed because of your solution. Judges should know why it matters by the end of your first paragraph.

Put numbers on it.

Evidence carries the most weight in scoring. Give before-and-after figures, and say which results are measured and which are estimates.

Name the customer.

A real deployment with a named customer is the strongest proof you can offer. If the name can't be published, tell us in writing when you submit.

Show it working.

Case studies, dashboards, screenshots, short videos, and technical documents help judges verify what you describe.

Write for this award.

Explain why your work fits this category specifically. A strong entry for one award can score poorly in another if the fit isn't clear.

Keep it tight.

Clear, specific answers beat long ones. Cut anything that doesn't help a judge understand the solution or its results.

How to enter

1. **Prepare your entry.** Gather the required organization, contact, product, deployment, and supporting information before beginning the application.
2. **Complete the application.** Describe the solution, connected technology, deployment environment, integrations, measurable outcomes, and supporting evidence.
3. **Submit payment.** The entry fee is charged when the application is submitted. Entries are not complete until payment is received.

You can save a draft and finish it anytime before the deadline. Deadlines close at 11:59 pm Pacific.

Current dates and fees

Entry dates and fees change each cycle. Find them, and get an email when entries open, on the award page.

iothinktank.com/iot-asset-tracking-visibility-award/

What winners get

- Recognition across IoThinkTank digital channels
- Official winner badge
- Dedicated winners page and newsroom coverage
- Visibility within the broader IoT community

Entry fees are charged at submission and are non-refundable. Customer or client identity should be included in your submission. If you need names excluded from public materials, notify us in writing at the time of submission. By submitting, you agree to the **Submission Guidelines**, **Privacy Policy**, and **Terms and Conditions**. IoThinkTank Awards are independent and unaffiliated with other award programs. Questions? Contact **awards@iothinktank.com**.