



## **2010 MDEA ENTRY MATERIALS CHECKLIST**

Entrants in the Medical Design Excellence Awards competition should use the following checklist to ensure that they remember to include all materials required for their entry to be processed. For complete, step-by-step instructions for entering the MDEA competition, submitters should refer to the [How to Enter](#) section of the MDEA Web site ([www.MDEAwards.com](http://www.MDEAwards.com)).

Please submit each required item (e.g., Entry Questionnaire, product images, exhibits, figures, etc.) in both an electronic version (can be e-mailed or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review). In the electronic portion of the entry, each such document should be saved as a separate file using a clear filename convention (e.g., productname-image01; productname-exhibit02; productname-figure05, etc.). In the hard-copy portion of the entry, each such document should be printed on 8 ½ x 11 plain white paper with any labeling (e.g., Exhibit 02, Figure 05, page numbers, etc.) in the bottom margin.

When completed, the signed hard-copy of the Entry Questionnaire, together with other hard-copy entry materials, should be mailed to:

**Medical Design Excellence Awards**  
c/o Sherrie Conroy, Director of Content, Medical Device Brands  
Canon Communications LLC  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064-1549  
Phone: 310/445-4280

The electronic version of the completed questionnaire, together with other electronic materials pertaining to the entry, may be e-mailed to [mdea@cancom.com](mailto:mdea@cancom.com). Alternatively, entrants may save the electronic form of their entry materials to a standard PC-compatible CD-ROM and mail them along with the hard-copy portion of their entry.

## REQUIRED ITEMS

The following materials are required. For an entry to be considered on time for the 2010 competition, all required materials and entry fees must be received by Canon Communications no later than 5:00 p.m. (PST) on **January 15, 2010**. Late submission or omission of required materials may result in imposition of a late fee or disqualification of your entry. Entries found to be incomplete after the final entry deadline are subject to disqualification regardless of when the original materials arrived or what entry fee has been paid. Entry fees are not refundable under any circumstances.

\_\_\_\_\_ **Completed Entry Questionnaire in a hard-copy version signed by the authorized submitter.**

\_\_\_\_\_ **Completed Entry Questionnaire in an unlocked electronic version** (can be e-mailed or sent on a PC-compatible CD-ROM). The downloadable Entry Questionnaire is provided as an unlocked Word document; when completed, it should be submitted in the same format. Do not lock the document or convert it to a portable document format (PDF) file. Do not alter the formatting of the questionnaire by changing type size or color or by resetting margins. The total length of answers to questions 10 through 16 should not exceed seven single-spaced pages.

\_\_\_\_\_ **Appendices, exhibits and figures referenced in answers to the Entry Questionnaire.** Please submit each document as both an electronic version (can be e-mailed or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review).

\_\_\_\_\_ **One high-resolution digital photograph that clearly depicts the entry.** To meet this entry requirement, entrants typically submit the product's "glamour shot"—the main image used in promotional materials for the product. This image will be used for jury orientation and will also be used for publication if your device is named an award winner. To aid jurors during the judging process, companies may submit no more than five alternative versions (different views, angles, close-ups, product-in-use shots) of their product's "glamour shot". No artificial overlays, labeling, or logos should appear in the image areas of these photos. To ensure high-quality print reproduction, images should be saved at a high-resolution setting (300 dpi) for a width of at least 3 inches. Images saved as .eps, .jpg, or .tif files are preferred. Please submit each image in both an electronic version (can be e-mailed or sent on a PC-compatible CD-ROM) and a hard-copy version printed in color on 8 ½ x 11 paper (to be used in your product folder for jury review).

\_\_\_\_\_ **Entry fee as required for the date on which the entry is to be received by Canon Communications.** Make checks payable to Canon Communications LLC. If the entry fee will be paid with a credit card, the cardholder must authorize payment by signing and dating the hard-copy of the Entry Questionnaire in the spaces provided.

## RECOMMENDED ITEMS

The following materials are recommended (not required) to supplement your entry as an aid to jurors during the judging process. Please note that submitting either a sample product or a product demo video is NOT required, however most entries usually include either a sample product, or a product video in lieu of a sample product, or both.

- \_\_\_\_\_ **Additional photos and diagrams for jury review.** Such supporting graphics might include different views or exploded diagrams to depict special features of the entry; photos showing enhancements over an earlier product; a series of photos or illustrations to help jurors understand how the product is used; or charts to illustrate business benefits associated with the product. Such optional images may include artificial overlays or labeling as necessary to direct jurors to features of importance. It is expected that no more than 25 optional images will be sent unless special permission is granted.
  
- \_\_\_\_\_ **Sample products for jury examination and display.** Jurors can gain a better understanding of a device by handling and operating a sample product, and entrants are encouraged (but not required) to send actual working products whenever possible. Disposable products, surgical instruments, small patient monitors, and many other types of devices can be readily accepted for viewing by the jury. For small or disposable items, up to 50 products may be sent. In the cases of sample products too large, too bulky or too expensive to submit for jury review, entrants are encouraged, (but not required) to submit a short product demo video in lieu of a sample product.
  
- \_\_\_\_\_ **Short product demo video (5 minutes or less) which focuses clearly on the product's design features and demonstrates how the product is used.** A product demo video is especially useful in the cases of sample products too large, too bulky, or too expensive to submit for jury review. Videos must be submitted on DVD or PC-compatible CD-ROM format. Each CD-ROM or DVD must be labeled with the company and product name. PC-compatible CD-ROM files playable via Windows Media Player or QuickTime are preferred.
  
- \_\_\_\_\_ **Completed Airbill for the return of sample products.** If you submit a sample product, please either supply a completed airbill for the return of your sample product, OR grant us permission to dispose of the sample after jury examination and display.
  
- \_\_\_\_\_ **Extra product data sheets or marketing brochures for jury review and distribution (20 copies maximum).** If you submit product data sheets or marketing brochures, please submit each document as both an electronic version (can be e-mailed or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review).