



2012 MDEA ENTRY MATERIALS CHECKLIST

Entrants in the **Medical Design Excellence Awards (MDEA)** competition should use the following checklist to ensure that they include all materials required for their entry to be processed. This checklist also provides a list of recommended (not required) materials 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.

Visit the MDEA website (www.MDEAwards.com) for a downloadable [Entry Questionnaire](#), as well as to review complete competition details including **Deadlines and Entry Fees, Eligibility Requirements**, step-by-step **Entry Instructions, Official Rules**, and past winners. If you don't find the information you are looking for on the website, please contact a member of the MDEA team via e-mail at mdea@ubm.com.

For an entry to be considered on time for the 2012 MDEA competition, all entry fees, required and recommended materials, including sample products and product demo videos, must be received by UBM Canon **no later than 5:00 p.m. (PST) on Wednesday, February 8th, 2012**. 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 will be 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.

REQUIRED ITEMS

The following materials are required in order for your entry to be considered during the judging process. Please submit each entry material item (e.g., Entry Questionnaire; product images; exhibits; figures, etc.) in both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review). **Please follow the instructions at the end of this checklist regarding how and where to submit your entry materials.**

_____	Completed Entry Questionnaire in a hard-copy version signed by the submitter.
_____	Completed Entry Questionnaire in an unlocked electronic version (can be e-mailed, or uploaded to our FTP site, 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 font size or color or by resetting margins. Do not embed photos or other supporting documents within the responses to the questionnaire. Instead reference any

	<p>images or supporting documents in your responses (e.g., See Figure 02; Reference Exhibit 04, etc.). In the hard copy, each referenced entry material should be placed after the completed Entry Questionnaire in the order to which they are referred.</p>
<hr/>	<p><u>Supporting Documentation.</u> Any exhibits, figures, or appendices, that are referenced in answers to the Entry Questionnaire. Appropriate supporting documents might include marketing brochures, design specifications, product spec sheets, measures of improved processing techniques, product test data, results of clinical medical studies, operating instructions, user manuals, copies of peer-reviewed articles about the product, patient/doctor testimonials, and so on. Please submit each document as both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version (hard copy originals or color print outs on single-sided 8 ½ x 11 inch paper) to be used in your product folder for jury review. On the hard copy, any labeling, if any, (e.g., Figure 02; Exhibit 04; page numbers, etc.) should be done so in the bottom right margin. In the hard copy, each referenced entry material should be placed after the completed Entry Questionnaire in the order to which they are referred.</p>
<hr/>	<p><u>Glamour Shot Product Images.</u> At least one high-resolution digital product image that clearly depicts the entry is required. 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 a finalist or an award winner. To aid jurors during the judging process, entrants are encouraged to submit up to five additional alternative versions (different views; angles; close-ups; product-in-use shots, etc.) of their product’s "glamour shot". Additional images are especially useful during the judging process if your sample product is too large, expensive, or bulky to submit.</p> <p>Entrants must not embed such “glamour shot” image files in the Entry Questionnaire, or other Word, PDF, PowerPoint, html, or other non-graphic programs. No artificial overlays, borders, text, labeling, or logos (unless it is part of the product) of any kind should appear in the image areas of these “glamour shot” photos. If entrants want to include text or artificial overlays, such as arrows to point out key product features, then that would instead be considered a figure or additional supporting image (see section below). You may submit a clean version of a product image as a glamour shot and a marked up version of the same image as a figure.</p> <p>To ensure high-quality print reproduction, images should be saved at a high-resolution setting (300 dpi) for a minimum width of at least 3 inches. Images saved as .jpg files are preferred. Please submit each image separately in both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version printed in color on single-sided 8 ½ x 11 inch paper (to be used in your product folder for jury review). In the electronic image files, there should be no borders text or labeling of any kind in the image area, but on the hard copy, any labeling entrants might want to include (e.g., Image 01 – Main Glamour Shot; Image 05 – Product in use; etc.) should be done so in the bottom right margin.</p>

	<p><u>Entry fee</u> as required for the date on which the entry is to be received by UBM Canon. Make checks payable to Canon Communications LLC. Entry fees may also be paid via VISA, MasterCard, or American Express credit accounts, when authorized by the cardholder's signature on the hard copy of the Entry Questionnaire. Alternatively, entrants could completely fill out, sign and date questions 20 and 21, scan as a PDF and submit as a separate file along with their other electronic entry materials. Be sure to include the name of the product. Entry fees are not refundable under any circumstances.</p>
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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.

	<p><u>Additional Supporting Images including Photos, Figures, and Diagrams for Jury Review.</u> 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 in the image area as necessary to direct jurors to features of key importance. It is expected that no more than 25 optional images will be sent unless special permission is granted. Please submit each image in both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version printed in color on single-sided 8 ½ x 11 inch paper (to be used in your product folder for jury review). Any labeling, if any, (e.g., Figure 02; Exhibit 04; page numbers, etc.) should be done so in the bottom right margin.</p>
	<p><u>Sample Products for Jury Examination and Display.</u> 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. Please include product 'Instructions for Use', 'Operating Instructions' and/or 'User Manuals' as supporting documentation. If it is not possible to send an actual working product, entrants are encouraged to send non-working display samples, but should clearly label 'For Display Only' on such products.</p> <ul style="list-style-type: none"> • In the cases of small and/or disposable sample products, entrants are encouraged to submit additional sample products for jury examination (i.e. 4 to 12 to 25 or more total depending on the size or whether it is disposable). There are twelve jurors in all, and the jurors work in four teams of three, and it would aid them during the judging process to have a few extra samples at hand. • 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.

	<p><u>Product Demo Videos for Jury Review.</u> Jurors can gain a better understanding of a device by viewing a short product demo video (5 minutes or less) which focuses clearly on the product's key 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. Jurors cannot view videos posted to the internet. Instead all videos MUST be submitted on PC-compatible CD-ROM or DVD format. Each CD-ROM or DVD must be labeled with the company and product name. PC-compatible video files playable via Windows Media Player or QuickTime are preferred. After you burn the video to CD or DVD, please test the video on a PC to ensure it plays.</p>
	<p>Completed <u>Airbill for the return of sample products.</u> If an entrant submits a sample product, please provide either a completed airbill for the return shipment of the sample product, OR grant us permission to dispose of the sample after jury examination and display.</p>
	<p>Extra product data sheets or marketing brochures for jury review and distribution (20 copies maximum). For the purposes of judging, only one set of product data sheets or marketing literature, submitted as exhibits, are needed to be used in your product folder for jury review. It is not necessary to send extra hard copies (20 copies maximum) until after the finalists have been selected. If you submit product data sheets or marketing brochures, please submit each document in both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review).</p>

INSTRUCTIONS FOR SUBMITTING ELECTRONIC and HARD COPY MATERIALS:

Entrants must submit each entry material item (e.g., **Entry Questionnaire**; product images; exhibits; figures, etc.) in both an electronic version (can be e-mailed, uploaded to our FTP site, or sent on a PC-compatible CD-ROM) and a hard-copy version (to be used in your product folder for jury review). **All videos MUST be submitted on PC-compatible CD-ROM or DVD format.**

In the electronic form of the entry, each such document should be saved as a separate file using a clear filename convention (e.g., productname-image01; productname-figure02; productname-exhibit04, etc.). Entrants may submit the electronic version of their entry materials in one of the following ways:

1. Upload your electronic files to our FTP site. [Click here to download the instructions.](#)
2. Save to a standard PC-compatible CD-ROM or DVD and mail them along with the hard-copy form of their entry.
3. E-mail to mdea@ubm.com. Please try zipping or separating your electronic entry materials into several e-mail messages with a maximum size of 5MB each. This should permit all of the messages to reach us. Make sure to put your product name in the subject line of each message. If you have electronic materials that cannot be separated because they are larger than 5MB, please upload to our [FTP server](#).

In the hard-copy form of the entry, each such document should be either an original hard copy (such as brochure or manual) or printed hard copy on single-sided 8 ½ x 11 inch plain white paper with any labeling (e.g., Figure 02; Exhibit 04; page numbers, etc.) in the bottom right margin. When completed, the signed hard-copy of the questionnaire, together with one hard-copy version of each entry material, should be mailed to:

James Costigan
Medical Design Excellence Awards
UBM Canon
11444 W. Olympic Blvd., Ste. 700
Los Angeles, CA 90064-1549
Phone: 310/445-4266 | **Fax:** 310/445-4299
Email: james.costigan@ubm.com
Web: www.MDEAwards.com

INSTRUCTIONS FOR SHIPPING INTERNATIONALLY

When mailing your hard copy materials internationally, please include a hard copy of the entry form, and each image, exhibit or other supporting documents, video on CD or DVD, and sample product(s). Send the shipment directly to the address above and include the phone number so if there is a delay in customs, they can call us to verify.

To avoid any shipping delays in customs, and to ensure your hard copy materials package arrives no later than **Wednesday, Feb 8th**, please write something along the following lines on your shipping airbill and customs form.

NO COMMERCIAL VALUE.

(However, for US Customs purposes please make the invoice value under \$200.00 US dollars)

NOT FOR RESALE. NOT FOR CLINICAL USE.

FOR DISPLAY PURPOSES ONLY

AS A PART OF THE 2012 Medical Design Excellence Awards COMPETITION

You must also include the following info, or else customs will hold the package:

- the name, address, and country of the manufacturer company
- as well as a manufacturer contact name and phone number
- as well as any product VAT number

Any materials received after **Wednesday, Feb 8th** will not be considered during the 2012 MDEA judging weekend.