



2012 MDEA ENTRY INSTRUCTIONS

This document provides step-by-step instructions for entering the **Medical Design Excellence Awards (MDEA)** competition. Review these instructions carefully, as late submission or omission of required materials may result in imposition of a late fee or disqualification of your entry.

For complete rules that pertain to the competition, and a helpful checklist of all required and recommended entry materials, submitters should refer to the **2012 Official Rules** and **2012 Entry Materials Checklist** sections of the MDEA website (www.MDEAwards.com). 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.

GENERAL INSTRUCTIONS FOR SUBMITTING ENTRY 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 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 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.). In the hard-copy form of the entry, each such document should be printed on single-sided 8 ½ x 11 inch plain white paper and should be clearly labeled and numbered (e.g., Exhibit 05; Figure 12; Appendix 03; page numbers, etc.) in the bottom 8 ½ margin.

The electronic version of the completed **Entry Questionnaire**, together with other electronic materials pertaining to the entry, may be e-mailed 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 let us know. We will make arrangements for those materials to be uploaded to our FTP server.

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 form of their entry.

When putting together your hard-copy entry materials, please pack simply and avoid fancy binders or packaging. Do not hole-punch any of the hard-copy materials. Provide a table of contents and place each separate hard-copy document after the completed signed **Entry Questionnaire** in the order to which they are referred. A simple manila folder is adequate for

most documents, and a manila envelope is sufficient for most odd-sized materials other than product samples. All special backings, structures, and folders (e.g., binders, plastic sleeves for photos or entry forms, and protective boxes and wrapping) will be removed prior to judging.

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 Heather Thompson, Editor-in-Chief for *MD+DI*

UBM Canon

11444 W. Olympic Blvd., Ste. 700

Los Angeles, CA 90064-1549

Phone: 310/445-8593

For an entry to be considered on time for the 2012 MDEA competition, all required materials and entry fees must be received by UBM Canon no later than 5:00 p.m. (PST) on **January 13, 2012**. To be considered during judging, all recommended materials must be received by UBM Canon no later than 5:00 p.m. (PST) on **February 3, 2012**. For a checklist of all required and recommended entry materials, submitters should refer to the **2012 Entry Materials Checklist** section of the MDEA website (www.MDEAwards.com).

COMPLETE THE ENTRY QUESTIONNAIRE. It is required that entrants must provide their responses to the **Entry Questionnaire** in both electronic (can be e-mailed or sent on a PC-compatible CD-ROM) and hard-copy (signed) forms. An electronic version of the questionnaire can be downloaded via the **2012 Entry Questionnaire** section of the MDEA website (www.MDEAwards.com).

Submitters should take care to answer each question clearly and fully, yet concisely. Focus your efforts on providing substantive information, and avoid unsubstantiated claims, comparisons with other products, and marketing hyperbole. Where necessary to answer specific questions, seek the assistance of others involved in developing your product (e.g., to describe specific product features, or to explain business benefits). The total length of answers to questions 10 through 16 should not exceed seven single-spaced pages.

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. Do not embed photos or other documents within the responses to the questionnaire.

The hard-copy of the completed questionnaire must be printed on single-sided 8 ½ x 11 inch plain white paper (not letterhead), with page numbers in the center of the bottom 8 ½ margin. The submitter of the entry must sign and date this copy of the form, attesting to the eligibility of the product and the accuracy of the entry materials. If the entry fee will be paid with a credit card, the cardholder must authorize payment by signing and dating this copy of the form in the spaces provided.

The electronic version of the completed questionnaire, together with other electronic materials pertaining to the entry, may be e-mailed to mdea@ubm.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 form of their entry.

PROVIDE COMPLETE CONTACT INFORMATION in the **Entry Questionnaire** for the submitter, the manufacturer's authorized contact person (if different from the submitter), and all companies nominated to receive supply and design credit in connection with the entry. Only one official contact should be named for each company. This person should be authorized and capable of responding promptly to inquiries and obtaining any additional information necessary for the processing of the entry.

To be eligible for recognition as an MDEA 'Finalist' or 'Winner' or 'Supplier to a Finalist' or 'Supplier to a Winner', all submitter, manufacturer, and supplier company names, along with complete key contact information, must be included in the completed **Entry Questionnaire** prior to the commencement of judging.

Submitters are also encouraged to provide contact information for additional team members at each company (including suppliers). This information will be provided to editors and writers who are preparing stories about MDEA-finalist and winning products, and can help guide them to the team member most responsible for the contributions under discussion.

Because most communications from MDEA staff will be delivered via e-mail, it is essential that the **Entry Questionnaire** include an e-mail address for the authorized contact at each company. Submitters should confirm that this information is present and correct. Authorized contacts should be advised to clear spam filters and other e-mail restrictions so that they can receive messages from MDEA staff with addresses ending "@ubm.com".

PROVIDE SUPPORTING DOCUMENTATION. Support your responses to the **Entry Questionnaire** with additional documentation (e.g. exhibits, figures, appendices, studies, etc.). Appropriate supporting documents might include design specifications, product spec sheets, marketing brochures, measures of improved processing techniques, product test data, results of clinical studies, operating instructions and user manuals, copies of peer-reviewed articles about the product, and so on.

In the completed entry form, refer to each additional document as a separate exhibit, figure, or appendix (e.g., see Exhibit 05; see Figure 12; see Appendix 03, etc.). Entrants must submit each supporting document in both an electronic and a hard-copy version.

The electronic version of each such document (can be e-mailed or sent on a PC-compatible CD-ROM) should be saved as a separate file using a clear filename convention (e.g., productname-exhibit05; productname-figure12; productname-appendix03, etc.).

The hard-copy version of each such document should be printed in color on single-sided 8 ½ x 11 inch paper (to be used in your product folder for jury review) and should be clearly labeled and numbered (e.g., Exhibit 05; Figure 12; Appendix 03; page numbers, etc.) in the bottom 8 ½ margin. Each hard-copy document should be placed after the completed **Entry Questionnaire** in the order to which they are referred.

PROVIDE REQUIRED PRODUCT IMAGES. Each entry must be accompanied by at least one high-resolution digital image that clearly depicts the product. 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, companies are encouraged to submit no more than five alternative versions (different views; angles; close-ups; product-in-use shots, etc.) of their product's main "glamour shot".

Entrants must submit each product 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).

In the electronic version of the entry, each image should be provided as a separate file using a clear filename convention (e.g., productname-image01-main; productname-image04). 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. Entrants must not embed such files in the **Entry Questionnaire**, or other Word, PDF, html, or other non-graphic programs.

In the hard-copy version of the entry, 8 ½ x 11 color hard copies of the product images should be placed directly after the **Entry Questionnaire** before other supporting documentation. Please do not staple or hole-punch the hard-copies of your product images. Please note, all hard-copies will eventually be hole-punched along the top 8 ½ margin, so images should be aligned in the center or towards the bottom of the page with any labeling (in the hard-copy only) along the bottom 8 ½ margin.

PROVIDE RECOMMENDED ADDITIONAL INFORMATIVE VISUALS to illustrate the design and operation of your device. Entrants are encouraged to support their responses to the **Entry Questionnaire** by providing additional photographs, figures, and other graphic materials. 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.

Entrants must submit each additional supporting graphic 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).

In the electronic version of the entry, such materials should be provided as separate files using a clear filename convention (e.g., productname-figure01; productname-table04). Graphics saved as .eps, .jpg, or .tif files are preferred. Entrants must not embed supporting graphics within their responses to the **Entry Questionnaire**. Instead, such materials should be referenced at the appropriate places in the entrant's responses (e.g., see Figure 01; see Table 04).

In the hard-copy version of the entry, such graphic materials should be clearly numbered in the bottom 8 ½ margin and placed after the completed **Entry Questionnaire** in the order to which they are referred.

PROVIDE RECOMMENDED PRODUCT DEMO VIDEOS AND/OR SAMPLE PRODUCTS. Please note that submitting either a product demo video and/or a sample product for jury examination is strongly encouraged, but NOT required. However, most entries usually include either a sample product, or a product video in lieu of a sample product, or both.

PRODUCT VIDEOS FOR JURY EXAMINATION. Whenever possible, entrants are encouraged, but not required, to submit a brief product demo video (5 minutes or less) as an aid to jurors during the judging process. Jurors can gain a better understanding of a device by viewing a video 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. 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.

SAMPLE PRODUCTS FOR JURY EXAMINATION. Entrants are encouraged, but not required, to submit sample products as an aid to jurors during the judging process. Jurors can gain a better understanding of a device by examining, handling, and operating it, and entrants are encouraged 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 '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.

For the purposes of judging, entrants are discouraged from sending samples of large products such as hospital fixtures and furnishings, complex monitors, or bulky electromechanical devices. In the cases of such sample products too large, too bulky, or too expensive to submit for jury

review, it is recommended that submitters of such products take advantage of the opportunity to provide short product demo videos that show the key features of their products and demonstrate how they are used. 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.

Sample products and/or product demo videos (on DVD or PC-compatible CD-ROM) may be sent with the signed hard-copy of the **Entry Questionnaire** or separately. Submitters who send separate packages containing sample products and/or product demo videos should ensure that all shipments are clearly labeled so that they can be reunited for judging. If samples or videos are sent separately to accompany an entry, they should be received by UBM Canon no later than 5:00 p.m. (PST) on **January 13, 2012**.

Sample products and product demo videos (on DVD or PC-compatible CD-ROM) sent separately should be mailed to:

Medical Design Excellence Awards
c/o Heather Thompson, Editor-in-Chief for *MD+DI*
UBM Canon
11444 W. Olympic Blvd., Ste. 700
Los Angeles, CA 90064-1549
Phone: 310/445-8593

Entrants are responsible for payment of all fees related to the delivery of their entry materials and sample products, including customs tariffs, brokerage charges, and other shipping costs. Delivery-related invoices received by UBM Canon will be forwarded to the submitter for payment.

SAMPLE PRODUCTS FOR DISPLAY AND MARKETING MATERIALS FOR DISTRIBUTION.

The MDEA presentation ceremony will take place in conjunction with the *Medical Design & Manufacturing (MD&M) East Conference and Exposition* (www.MDMEast.com), which is held at the Pennsylvania Convention Center in Philadelphia, May 22-24, 2012. Throughout this event, MDEA-finalist and winning products of all sizes will be displayed in a special showcase area.

Samples of MDEA-finalists products sent for judging will be retained by MDEA staff and may be used for display at MD&M East if they have not been damaged during judging. The packet sent to finalist companies will include additional information, including a request for displayable samples if necessary.

Manufacturers of large MDEA-finalist products are encouraged to participate in the showcase at MD&M East. Instructions for shipping large products will be provided in the packet sent to finalist companies.

MDEA-finalist and winning companies are also encouraged to submit product data sheets or marketing materials (25 copies maximum) for their honored products to be made available for

distribution in the product showcase. The packet sent to finalist companies will include additional information, including a request for such marketing materials.

The MD&M East showcase also provides an opportunity for finalist companies to update their product display using packaging that incorporates the “MDEA Finalist” logo. The packet sent to finalist companies will provide instructions for arranging to update products used for display.

Although UBM Canon will do its best to safeguard all products sent for display at the *MD&M East Exposition*, the company is not responsible for loss, theft, or damage. The submitting company should arrange for appropriate insurance coverage under its own policy. Please note that product packaging may be opened to permit display. This may result in spoilage or destruction of disposable items.

Entrants are responsible for payment of all fees related to the delivery of their display sample products and extra marketing materials for distribution, including customs tariffs, brokerage charges, and other shipping costs. Delivery-related invoices received by UBM Canon will be forwarded to the submitter for payment.

SAMPLE PRODUCTS RETURN SHIPMENT. All entry materials (exclusive of sample products) become the property of UBM Canon and will not be returned. If a sample product is submitted, entrants must provide either a completed return airbill for the outbound shipment of their sample product, OR grant us permission to dispose of the sample after jury examination and display.

If a return airbill is provided, products not selected as finalists will be returned in May 2012. Products selected as finalists will be returned in June 2012.

Although UBM Canon will do its best to safeguard all products during juror examination and display, the company is not responsible for loss, theft, or damage. The submitting company should arrange for appropriate insurance coverage under its own policy. Please note that all product packaging will be opened as part of the judging process and display. Jurors may handle and use product samples, which may result in spoilage or destruction of disposable items.

Entrants are responsible for payment of all fees related to the delivery of their entry materials and sample products, including customs tariffs, brokerage charges, and other shipping costs. Delivery-related invoices received by UBM Canon will be forwarded to the submitter for payment.

INCLUDE THE CORRECT ENTRY FEE. Deadlines and entry fees for the 2012 MDEA competition are as follows:

Early-bird deadline:	November 14, 2011	\$400
Standard deadline:	December 9, 2011	\$600
Late deadline:	January 13, 2012	\$700

For an entry to be considered on time for the 2012 MDEA competition, all required materials and entry fees must be received by UBM Canon no later than 5:00 p.m. (PST) on **January 13, 2012**. 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.

All check and money order payments must be made in U.S. funds drawn on a U.S. bank. 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**.

Entry fees are not refundable under any circumstances.

Entrants are responsible for payment of all fees related to the delivery of their entry materials and sample products, including customs tariffs, brokerage charges, and other shipping costs. Delivery-related invoices received by UBM Canon will be forwarded to the submitter for payment.