



## 2010 MDEA TIMELINE AND CALENDAR OF EVENTS

The Medical Design Excellence Awards program maintains a year-round schedule of activities focused on recognizing achievements in the design and development of medical products. Companies honored in connection with the MDEA competition should be prepared to take advantage of advertising and exhibiting opportunities made possible by the program. Following is a list of key deadlines and communications dates for the 2010 MDEA competition.

### DATE

### ACTION ITEM

#### 2009

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|-------------|---|
| 20 November | <b>Early-bird deadline:</b> A reduced entry fee of \$400 is available to entrants whose entry materials and fees are received by Canon Communications on or before this date. |
| 18 December | <b>Standard deadline:</b> The standard entry fee of \$600 applies to entries received by Canon Communications after the early-bird deadline, but on or before this date.      |
| 31 December | To be eligible for entry in the 2010 MDEA competition, products must be commercially available by this date.  |

#### 2010

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|------------|--|
| January    | Submitters and manufacturers receive acknowledgement of their entry with notification of missing information or required items.  |
| 15 January | <b>Late deadline:</b> The late entry fee of \$700 is required for entries received after the standard deadline, but on or before this date. 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 this date. |

January–February	Description and Contact Approval Letter is e-mailed to submitters for final confirmation of essential entry information.
5 February	Deadline for return of Description and Contact Approval Letter; final opportunity to correct essential product information or nominate suppliers.
9–11 February	MDEA showcase at the Medical Design & Manufacturing West 2010 Conference and Exposition, in Anaheim, CA, features winning products from the 2009 MDEA competition.
13–15 February	Jurors convene to judge entries in the 2010 MDEA competition.
18 February	Submitters and manufacturers of MDEA-winning products receive advance notification of their status via e-mail.
18 February	Suppliers named in connection with an MDEA-winning product are notified of their status via e-mail.
1 March	Ad closing for the April issue of <i>Medical Device &amp; Diagnostic Industry</i> magazine, offering bonus coverage for MDEA winners and their suppliers.
8–12 March	MDEA Winner packets mailed to official contacts at submitter and manufacturer companies.
8–12 March	MDEA Supplier packets mailed to official contacts at supplier companies named in connection with an MDEA-winning product.
March–May	Sample products for nonwinning entries returned to submitters who have provided a return airbill.
April	<i>Medical Device &amp; Diagnostic Industry</i> magazine announces the winners of the 2010 MDEA competition.
8–10 June	MDEA showcase at the Medical Design & Manufacturing East 2010 Conference and Exposition, in New York City, features winning products from the 2010 MDEA competition.
9 June	MDEA presentation ceremony is held during the Medical Design & Manufacturing East 2010 Conference and Exposition, in New York City. 2010 MDEA-winning products honored with gold or silver award status.

- 15 November **2011 MDEA early-bird deadline:** A reduced entry fee is available to entrants whose entry materials and fees are received by Canon Communications on or before this date.
- 10 December **2011 MDEA standard deadline:** The standard entry fee applies to entries received by Canon Communications after the early-bird deadline, but on or before this date.
- 31 December To be eligible for entry in the 2011 MDEA competition, products must be commercially available by this date.

## **2011**

- 14 January **2011 MDEA late deadline:** The late entry fee is required for entries received after the standard deadline, but on or before this date. For an entry to be considered on time for the 2011 competition, all required materials and entry fees must be received by Canon Communications no later than 5:00 p.m. (PST) on this date.
- 8–10 February MDEA showcase at the Medical Design & Manufacturing West 2011 Conference and Exposition, in Anaheim, CA, features winning products from the 2010 MDEA competition.