



2012 MDEA OFFICIAL RULES

This document provides complete competition rules for entering the **Medical Design Excellence Awards (MDEA)**. Review these rules carefully, as entries that do not meet the following requirements will be disqualified. UBM Canon reserves the right to withhold or withdraw awards given for any product later found not to be in the form described in the entry, or found not to qualify under these rules. UBM Canon reserves the right to clarify or amend the rules and procedures pertaining to the MDEA competition at any time.

Please visit the MDEA website (www.MDEAwards.com) for a downloadable **Entry Questionnaire** and **Entry Materials Checklist**, as well as to review complete competition details including **Deadlines and Entry Fees, Eligibility Requirements, Entry Instructions**, 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.

ELIGIBILITY REQUIREMENTS

The MDEA competition is open worldwide to companies and individuals involved in the design, engineering, manufacture, or distribution of finished medical devices or medical packaging. Although entries are most often submitted by manufacturers, firms that provide materials, components, or other services may submit an entry on behalf of a product manufacturer with that manufacturer's written consent. Complete information for the manufacturer's authorized contact must be provided in the **Entry Questionnaire**.

The competition is open to finished medical devices and packaging, including instruments, machines, implants, in vitro reagents, or related products that are intended for the diagnosis, cure, mitigation, treatment, or prevention of disease or other conditions in humans or animals. In order to represent all facets of healthcare, awards are offered in each of the following 10 product categories, and may be offered in additional subcategories as determined by the jurors:

- Critical-care and emergency medicine products
- Dental instruments, equipment, and supplies
- Finished packaging
- General hospital devices and therapeutic products
- Implant and tissue-replacement products
- In vitro diagnostics (biochemicals for diagnostic use, related instrumentation, and home-use devices)
- Over-the-counter and self-care products
- Radiological and electromechanical devices (diagnostic imaging devices, energy-emitting therapy devices)
- Rehabilitation and assistive-technology products (healthcare furnishings, patient-transfer equipment, and home-use medical equipment and supplies)
- Surgical equipment, instruments, and supplies

To be eligible for entry in the 2012 MDEA competition, all entered products must be commercially available—able to be ordered or purchased—by **December 31, 2011**. Such availability is not limited to products approved for marketing in the United States. Because the competition is open to the medical device industry worldwide, products commercially available in any country are eligible.

Products previously entered but not selected as winners may be entered again. Products that have previously been selected as award winners may not be entered again unless significant design or engineering changes have been made to the product.

Entries are not accepted from sponsoring companies or from jurors, their companies, or those companies' subsidiaries, in the year they act as sponsors or jurors. Any product thus disqualified may be entered in a subsequent year.

RULES APPLICABLE TO ENTRY MATERIALS AND FEES

Entrants must provide their responses to the **Entry Questionnaire**, as well as all supporting required and recommended materials (e.g. product images, exhibits, figures, etc.), 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). For details about how to complete the **Entry Questionnaire**; step-by-step instructions for entering the MDEA competition; and a helpful checklist of all required and recommended entry materials, submitters should refer to the **2012 Entry Instructions** and **2012 Entry Materials Checklist** sections of the MDEA website (www.MDEAwards.com).

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. Alternatively, entrants may save the electronic form of their entry materials to a standard PC-compatible CD-ROM and mail them with the hard-copy form of their entry.

The submitter of the entry must sign and date the hard-copy of the completed **Entry Questionnaire**, 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 (VISA, MasterCard, or American Express), the cardholder must authorize payment by signing and dating the hard-copy of the completed questionnaire in the spaces provided. This signed hard-copy of the 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**. 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. For current deadlines and entry fees, submitters should refer to **2012 Deadlines and Entry Fees** section of the MDEA website (www.MDEAwards.com).

All entry materials (including photos, graphics, and exhibits) must accurately represent the commercially available product and the submitter's role in the design, engineering, manufacture, or distribution of the product. UBM Canon reserves the right to withhold or withdraw awards given for any product whose entry materials are later found to be inaccurate or misleading.

All entry materials (exclusive of sample products) become the property of UBM Canon and will not be returned.

No materials submitted in conjunction with an entry will be considered confidential. By submitting your entry, you agree that any or all of the material may be published by UBM Canon or any other party authorized by UBM Canon in connection with the awards.

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.

RULES APPLICABLE TO JUDGING

UBM Canon and members of the MDEA jury panel reserve the right to investigate and confirm any information presented in an MDEA entry. UBM Canon reserves the right to withhold or withdraw awards given for any product whose entry is found to be inaccurate. UBM Canon reserves the right to clarify or amend the rules and procedures pertaining to the MDEA competition at any time.

The multiphase judging process culminates with the entire jury convening to select the finalist products in each of the 10 categories. The full jury conducts an open discussion of all finalists, and then votes to determine the products that will be designated MDEA award winners in each category. Awards may be offered in additional subcategories as determined by the jurors.

The MDEA jury may assign one Bronze-, one Silver-, and one Gold-level award in each category. Also, the jury will award "Best-in-Show" to one Gold-winning product. Although it is

generally expected that there will be only one Bronze, one Silver, and one Gold winner in each category, this decision is left to the discretion of the MDEA jury who may elect to present as many or as few awards as it deems merited by the quality and number of entries, irrespective of category.

The decision of the jury shall be final.

For complete details about the **MDEA Judging Process and Criteria**, as well as about **Juror Selection and Nominations**, including a downloadable **Juror Nomination Form**, please refer to the **Judging and Jurors** section of the MDEA website (www.MDEAwards.com).

RULES APPLICABLE TO MDEA FINALISTS AND AWARD WINNERS

By entering the awards competition, you agree that if your product is named an “MDEA Finalist” or an “MDEA Winner” you will comply with the following terms.

Medical Design Excellence Awards honor achievements in the design and development of medical technologies in the form of commercialized products. MDEA honors therefore pertain only to the specific product judged by the MDEA jury panel. When citing the award in advertising, promotional material, or publicity, companies must avoid implying that it is an endorsement of the entire company, aspects of the company’s business not in evidence, or other company products not judged as part of the competition.

MDEA FINALISTS. Each year, the finalist products are publicly announced in the April issue of *MD+DI (Medical Device and Diagnostic Industry)* magazine. The designation “MDEA Finalist” and related graphics, including the “MDEA Finalist” logo, may be used only by the manufacturer of a finalist product and the company that submitted the entry (if other than the manufacturer).

MDEA AWARD WINNERS. The winning products are announced in May at a special presentation ceremony held in conjunction with the *Medical Design & Manufacturing (MD&M) East Conference and Exposition* (www.MDMEast.com) at the Pennsylvania Convention Center in Philadelphia. The designation “MDEA Winner” and related graphics, including the Bronze, Silver, Gold, or “Best-in-Show” MDEA Winner logos, may be used respectively only by the manufacturer of a winning product and the company that submitted the entry (if other than the manufacturer).

Companies must not cite the award in any way that states or implies that: (a) UBM Canon, *MD+DI (Medical Device and Diagnostic Industry)* magazine, or any sponsor of or participant in the competition endorses the product; (b) the device was actually tested or that its scientific principles were validated as part of the competition; or (c) the award is a confirmation of the safety and efficacy of the device or of any of the claims made concerning the device.

When citing the award in advertising, promotional material, or publicity concerning an MDEA-finalist or MDEA-winning company or business, the following language is recommended to ensure there is no misunderstanding about the award: “Award is based upon descriptive materials

submitted to the jurors; the jurors and the competition operators did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.”

The competition operators may publicize the competition and its outcome, including the names and likenesses of the finalist and winning products; the proprietors of the finalist and winning products; and the names and likenesses of the individuals who contributed to the finalist and winning products.

RULES REGARDING SUPPLIERS TO MDEA FINALISTS AND AWARD WINNERS

By being named as a supplier company to an entry in the MDEA competition, you agree that if your company is honored as a “Supplier to an MDEA Finalist” or a “Supplier to an MDEA Winner”, you will comply with the following terms.

The **MDEA Supplier Program** is an adjunct activity that recognizes the contributions of firms that have provided goods and services to the manufacturers of MDEA-finalist and MDEA-winning products. The honors are restricted to such supplier companies named in entry materials for finalist and winning products. To be eligible, suppliers and their contact information must be included in the completed **Entry Questionnaire** prior to the commencement of judging.

SUPPLIER TO AN MDEA FINALIST. Each year, the finalist products are publicly announced in the April issue of *MD+DI (Medical Device and Diagnostic Industry)* magazine. Companies that are honored as suppliers to an MDEA-finalist product earn the exclusive right to use the designations “Year MDEA Supplier to a Finalist” or “Supplier to a Year MDEA Finalist,” and to display the special “MDEA Supplier to a Finalist” logo in their promotional materials and exhibit booths.

Honored suppliers to an MDEA-finalist product may not use the designation “MDEA Finalist” or related graphics, including the “MDEA Finalist” logo, unless the company has earned that designation by submitting the entry on behalf of the manufacturer. In that case, both finalist and supplier to a finalist honors will apply to the company.

SUPPLIER TO AN MDEA WINNER. The winning products are announced in May at a special presentation ceremony held in conjunction with the *Medical Design & Manufacturing (MD&M) East Conference and Exposition* (www.MDMEast.com) at the Pennsylvania Convention Center in Philadelphia. Companies that are honored as suppliers to an MDEA-winning product earn the exclusive right to use the designations “Year MDEA Supplier to a Winner” or “Supplier to a Year MDEA Winner,” and to display the special “MDEA Supplier to a Winner” logo in their promotional materials and exhibit booths.

Honored suppliers to an MDEA-winning product may not use the designation “MDEA Winner” or related graphics, including the Bronze, Silver, Gold, or “Best-in-Show” MDEA Winner logos, unless the company has earned that designation by submitting the entry on behalf of the manufacturer. In that case, both winner and supplier to a winner honors will apply to the company.

For complete details, please refer to the **MDEA Supplier Program** section of the MDEA website (www.MDEAwards.com).