



## 2012 MDEA TIMELINE AND CALENDAR OF EVENTS

The **Medical Design Excellence Awards (MDEA)** 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. The following is a list of key deadlines and communications dates for the 2012 MDEA competition.

### DATE

### ACTION ITEM

#### 2011

November 14

**Early-bird deadline:** A reduced entry fee of \$400 is available to entrants whose entry materials and fees are received by UBM Canon on or before this date.

December 9

**Standard deadline:** The standard entry fee of \$600 applies to entries received by UBM Canon after the early-bird deadline, but on or before this date.

December 31

To be eligible for entry in the 2012 MDEA competition, products must be commercially available—able to be ordered or purchased—by this date.

#### 2012

January 13

**Late deadline:** 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 2012 MDEA competition, all required materials and entry fees must be received by UBM Canon no later than 5:00 p.m. (PST) on this date.

January

Submitters and manufacturers receive acknowledgement of their entry along with notification of missing information or required items, as well as suggestions for recommended items. Entrants should review

the **Entry Materials Checklist** for a helpful checklist of all required and recommended entry materials.

January–February	<i>Description and Contact Approval Letter</i> is e-mailed to submitters for required final confirmation of essential entry information.
February 3	Deadline for return of <i>Description and Contact Approval Letter</i> , the final opportunity to correct essential product information or nominate suppliers. To be considered during the MDEA judging, all recommended materials must be received by UBM Canon no later than 5:00 p.m. (PST) on this date.
February 14–16	MDEA showcase at the <i>2012 Medical Design &amp; Manufacturing (MD&amp;M) West Conference and Exposition</i> , in Anaheim, CA, features winning products from the 2011 MDEA competition.
February 18–20	Jurors convene in Los Angeles to judge entries in the 2012 MDEA competition.
February 28	Submitters and manufacturers of MDEA-finalist products receive advance notification of their status via e-mail.
February 28	Suppliers named in connection with an MDEA-finalist product are notified of their status via e-mail.
March 1	Ad closing deadline for the April issue of <i>Medical Device and Diagnostic Industry</i> magazine, offering bonus coverage for MDEA finalists and their suppliers.
March 12–16	“ <b>MDEA Finalist</b> ” kits and logos sent to official contacts at submitter and manufacturer companies with an MDEA-finalist product.
March 12–16	“ <b>Supplier to an MDEA Finalist</b> ” kits and logos sent to official contacts at supplier companies named in connection with an MDEA-finalist product.
March–May	Sample products for nonwinning entries returned to submitters who have provided a return airbill.
April	<i>MD+DI (Medical Device and Diagnostic Industry)</i> magazine publically announces the finalists of the 2012 MDEA competition.
May 22-24	MDEA showcase at the <i>2012 Medical Design &amp; Manufacturing (MD&amp;M) East Event</i> ( <a href="http://www.MDMEast.com">www.MDMEast.com</a> ), at the Pennsylvania Convention Center in Philadelphia, features finalist and winning products from the 2012 MDEA competition.

May 23, 4:30 pm MDEA Winners presentation ceremony is held during a special cocktail reception, starting at 4:30 pm inside the downtown Marriott Hotel in Philadelphia, in conjunction with the **MD&M East Event**. At the ceremony:

- The 2012 MDEA-winning products will be officially announced.
- Bronze, Silver, or Gold awards will be given in each category.
- One Gold winning product will be awarded Best-in-Show.
- The 2012 MDEA Lifetime Achievement Award winner will be honored.
- The [NCIIA](#) will announce the winners of the [2012 BMEidea](#) competition.

May 24 “**MDEA Winner**” kits and logos sent to official contacts at winning submitter and manufacturer companies.

May 24 “**Supplier to an MDEA Winner**” kits and logos sent to official contacts at supplier companies named in connection with an MDEA-winning product.

June Sample products for finalist and winning entries returned to submitters who have provided a return airbill.

November 9 **2013 MDEA early-bird deadline:** A reduced entry fee is available to entrants whose entry materials and fees are received by UBM Canon on or before this date.

December 7 **2013 MDEA standard deadline:** The standard entry fee applies to entries received by UBM Canon after the early-bird deadline, but on or before this date.

December 31 To be eligible for entry in the 2013 MDEA competition, products must be commercially available—able to be ordered or purchased—by this date.

## **2013**

January 11 **2013 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 2013 competition, all required materials and entry fees must be received by UBM Canon no later than 5:00 p.m. (PST) on this date.