



MDEA PROGRAM OVERVIEW

The **Medical Design Excellence Awards (MDEA)** competition is the MedTech Industry's Premier Awards Program. Since its inception in 1998, the mission of the MDEA has been to recognize significant advances in medical product design and engineering that improve the quality of healthcare delivery and accessibility. Designed to focus attention upon the complexity of product development and to showcase examples of what can be achieved when it is well done, the MDEA celebrates the achievements of medical product manufacturers, their suppliers, and the many people behind the scenes—*engineers, scientists, designers, and clinicians*—who are responsible for the groundbreaking products that are saving lives and changing the face of MedTech.

The MDEA competition is a prestigious, publicity-charged program that fosters innovation by honoring the highest caliber medical devices on the market today. Both winners and finalists enjoy year-round opportunities to increase the market visibility of their company and its award worthy products among MedTech and healthcare professionals. Each year finalists are announced in the April issue of **MD+DI** (*Medical Device and Diagnostic Industry*) magazine (www.mddionline.com). Winners are announced in June during a special ceremony held in conjunction with **MD&M East** (www.MDMEast.com).

Winners, Finalists, and their Suppliers benefit from:

- Extensive publicity in connection with MDEA program announcements, which are carried on PR Newswire and delivered to hundreds of wide-reaching media outlets.
- Coverage in **UBM Canon MedTech World's** industry-leading Events, Conferences, and Media products, including **MD&M East**, and publications like *MD+DI*, *MPMN*, *PMPN*, *EMDT*, and *IVD Technology*.
- Exclusive right to use and display the special MDEA Winner or Finalist logos on their product packaging, promotional materials, advertisements, and company websites.
- Recognition of excellence at the live MDEA Ceremony, attended by over 400 MedTech industry leaders, held in June in conjunction with the **Medical Design & Manufacturing (MD&M) East** event.

The 15th Annual MDEA Ceremony will be held on June 19, 2013 during a reception starting at 4:30 p.m. inside the [Philadelphia Marriott Downtown](#). The awards will showcase the Best of the MedTech Industry. Up to one Bronze, Silver, and Gold-winning product will be announced in each category. Additionally, one of the Gold-winning products will be awarded “Best-in-Show”.

Finally, the MDEA ceremony will also honor a MedTech industry pioneer with the prestigious [MDEA Lifetime Achievement Award](#). This award goes to an individual whose contributions over a long career in the MedTech industry have had a significant and demonstrable impact on technological, business, and cultural advancements in the world. Each year, the ***Lifetime Achievement Award*** recipient is selected by the **UBM Canon MedTech World’s** Content Team and the **MD+DI** Editorial Advisory Board.