



# MEDICAL DESIGN EXCELLENCE AWARDS®

## 2013 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 2013 MDEA competition.

### DATE

### ACTION ITEM

#### 2012

November 9

**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 7

**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 2013 MDEA competition, products must be commercially available—able to be ordered or purchased—by this date.

#### 2013

January 11

**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 2013 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 <b>Entry Materials Checklist</b> for a helpful checklist of all required and recommended entry materials.
January–February	<b>Description and Contact Approval Letter</b> is e-mailed to submitters for required final confirmation of essential entry information.
February 11	Deadline for return of <b>Description and Contact Approval Letter</b> , 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 12–14	MDEA showcase at the <b>2013 Medical Design &amp; Manufacturing (MD&amp;M) West</b> event ( <a href="http://www.MDMWest.com">www.MDMWest.com</a> ), in Anaheim, CA, features winning and finalist products from the 2012 MDEA competition.
February 16–18	Jurors convene in Los Angeles to judge entries in the 2013 MDEA competition.
March 1	Manufacturers, Submitters, and Suppliers of MDEA-finalist products receive advance notification of their finalist status via e-mail, including <b>Finalist Hub</b> and Logos.
March 8	Ad closing deadline for the April issue of <b>MD+DI (Medical Device and Diagnostic Industry)</b> magazine, offering bonus coverage for MDEA-finalists and their suppliers. Materials due March 15 <sup>th</sup> .
March–May	Sample products for nonwinning entries returned to submitters who have provided a return airbill.
April 2	<b>MD+DI (Medical Device and Diagnostic Industry)</b> magazine ( <a href="http://www.mddionline.com">www.mddionline.com</a> ) publically announces the finalists of the 2013 MDEA competition.
June 18-20	MDEA showcase at the <b>2013 Medical Design &amp; Manufacturing (MD&amp;M) East</b> event ( <a href="http://www.MDMEast.com">www.MDMEast.com</a> ), at the Pennsylvania Convention Center in Philadelphia, features finalist and winning products from the 2013 MDEA competition.

June 19, 4:30 pm	MDEA Winners presentation ceremony is held during a special cocktail reception, starting at 4:30 pm inside the <a href="#">Philadelphia Marriott Downtown</a> in conjunction with the <b>MD&amp;M East Event</b> . At the ceremony: <ul style="list-style-type: none"> <li>• The 2013 MDEA-winning products will be officially announced.</li> <li>• Bronze, Silver, or Gold awards will be given in each category.</li> <li>• One Gold winning product will be awarded Best-in-Show.</li> <li>• The 2013 MDEA Lifetime Achievement Award winner will be honored.</li> <li>• The <a href="#">NCIIA</a> will announce the winners of the <a href="#">2013 BMEidea</a> competition.</li> </ul>
June 20	<b>MDEA Winners Hub</b> and Winner logos sent to official contacts at winning manufacturer, submitter and supplier companies.
June	Sample products for finalist and winning entries returned to submitters who have provided a return airbill.
November 8	<b>2014 MDEA early-bird deadline:</b> A reduced entry fee is available to entrants whose entry materials and fees are received by UBM Canon on or before this date.
December 6	<b>2014 MDEA standard deadline:</b> 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 2014 MDEA competition, products must be commercially available—able to be ordered or purchased—by this date.
<b>2014</b>	
January 10	<b>2014 MDEA late deadline:</b> 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 2014 competition, all required materials and entry fees must be received by UBM Canon no later than 5:00 p.m. (PST) on this date.