



# THE 2018 JPMA INNOVATION AWARDS COMPETITION

## Eligibility

Companies exhibiting at the 2018 JPMA Baby Show are eligible to participate in the competition, including companies sharing booth space.

Eligible companies may submit only **NEW** products; either being introduced at the 2018 Show or on the market for less than one year. Prototypes may be entered in the competition; however, you must indicate in the application form that the product is a prototype. Products previously on the market now being released in a new color or with new packaging, do **NOT** qualify as new products and should not be entered.

Each product is reviewed by a panel of trade and consumer media and industry representatives and pre-selected for final review in which each finalist will then be judged on its own merit on the following criteria:

**Innovation** – Is it a new and/or unusual concept or feature?

**Marketability** – Will it sell?

**Trend-Setting Potential** – Will it influence future products?

**Appeal** – Is it attractive? Does it reflect current fashion trends?

**Usefulness** – Is it designed for practical use?

## How the Competition Works

To enter the 2018 JPMA Innovation Awards Competition, simply complete the [official entry form](#) online in full by **January 29, 2018**. The per-entry product fee for JPMA members is \$225, while the non-member fee is \$450. Please note this is an application fee and it is non-refundable.

All products must be **PRE-REGISTERED** before January 29<sup>th</sup> in order to be considered. Preliminary judging starts February 5, 2018.

The product description accompanying the entry form should not be a sales advertisement, but rather explain what makes your product innovative and above the rest! This is very important as the judges will rely on this information to make their decision. Consider one bullet each for why the product meets each of the five criteria: innovation, marketability, trend-setting potential, appeal, and usefulness.

Once submitted, your product information, image(s), and description will be circulated to the judging committee, comprised of retail buyers, bloggers, and trade and consumer media representatives. You will receive an email confirmation of your submission.

## Need to Know

On or about February 19<sup>th</sup>, all finalists will be notified via email with further instructions on showcasing your product on-site in DC. Only the top 40 products will move on to the final round of judging.

If selected as a finalist, a representative from the company **MUST** deliver the product to a location in the Walter E. Washington Convention Center to be determined for on-site judging. No products should be sent to JPMA headquarters. The product drop off time and location will be emailed to all finalists.

All finalist products will be displayed in a special Innovation Award exhibit at the JPMA Baby Show. JPMA will keep your product after product drop off and it will be displayed throughout the course of the show. Finalists can pick up their product at the close of the show. All finalists will be submitted into the JPMA Parent's Pick Award. Parents will vote online for their must have product.

The 10 winners (8 category winners, one judges best in show and Parent's Pick) will be announced during a pre-determined time at the JPMA Baby Show.

## Product Categories

The following information is to assist you with choosing the correct category for your product. Only one category per entry can be entered. Five finalists will be selected from each category as part of the preliminary voting. One winner will be selected from the five finalists in each of the eight product categories. (40 finalists)

1. Child Restraints (Infant Carriers, Car Seats, Booster Seats)
2. On The Go (Play Yards, Carriers, Travel Accessories)
3. Strollers
4. Infant/Parent Care (Breastfeeding, Maternity, Prenatal)
5. Feeding/Bathing/Changing (High Chairs, Bath Tubs, Bottles, Pacifiers, Diaper Bags)
6. Play/Entertainment (Bouncers, Activity Mats, Toys)
7. Nursery (Bedding, Cribs, Furniture, Nursery Decor)
8. Safety (Bath Thermometers, Monitors, Gates, Bed Rails)

Categories are subject to change based on submissions. JPMA staff has the right to recategorize a product if needed, but will notify the entrant via email.

## The Competition at a Glance

The final judging will take place during the JPMA Baby Show in Washington, DC. There is no limit on how many products an exhibiting company may submit, however, a nonrefundable application fee will apply for each submitted entry.

The application fee for JPMA members is \$225/non-members is \$450.

**NEW THIS YEAR-** If you plan on entering Innovation Awards AND Digital Product Spotlight, there is a discounted combo rate of \$425 members/\$700 non-members.

In an effort to increase the efficiency of the judging process, a digital image of your product must be included with your entry form and 150-word product description. Lifestyle photos and web links to videos are optional, but encouraged.

The designated company representative will be notified via email on or about February 19<sup>th</sup> as to whether or not the product has been selected as a finalist in the competition. Only the top 40 products will move on to final judging in DC.

If selected, a company representative **MUST** deliver the product to the Walter E. Washington Convention Center for the final judging (details to come via email). JPMA members will receive feedback from the judges after the show!

**The entry deadline for the 2018 JPMA Innovation Awards Competition is January 29, 2018. Judging takes place right away so no extensions or last minute entries will be accepted.**

*NOTE: Questions regarding the competition process should be directed to Amy Chezem at [achezem@jpma.org](mailto:achezem@jpma.org). All product entry submissions must be completed online. Do not send any products to JPMA Headquarters.*