



## CALL FOR ENTRIES

*Sponsored by HomeCare Magazine*  
**Medtrade Edition**

**Deadline: September 21, 2018**

### ENTRY RULES

1. The Innovative HME Retail Product awards honor HME products that are particularly suited for retail sale. The purpose of the competition is to promote and recognize products that contribute to providers bottom lines through cash sales.
2. This competition is open only to companies exhibiting October 16-17, 2018 at the Georgia World Congress Center in Atlanta, GA.
3. No prototypes. Manufacturers must be able to ship/deliver/install products entered in the competition by October 15, 2018.
4. Each manufacturer is limited to THREE ENTRIES
5. The competition entry fee is (per entry) **\$99** by Aug 24, and **\$199.00** from Aug 25 – Sept 21.
6. Each product must have its own entry form and payment submitted by September 21, 2018.
7. At least one product image must accompany your entry.
8. Eight (8) finalists will be selected to present products in the on-site session, see below. A panel of judges along with the session attendees will vote 3 products as winners of the 2018 Medtrade competition. Finalists must participate in session to receive votes.

### JUDGING

1. Prior to the show, a panel of executive HME providers and retail product experts will judge all entries based on established criteria and select the top eight (8)
2. Each product can receive a maximum score of 50
3. The eight finalist companies selected will present their products in a conference session on at the Innovative Retail Product Awards session (date/time TBD, will be on October 15 or 16)
4. A panel of judges and the audience will then vote to select the top 3 products as winners of the 2018 Medtrade Innovative HME Retail Product Awards. Winners will be announced on the expo floor.

## CRITERIA

1. The following categories will be scored on a 0-5 scale with 5 being the best score, and 0 being the lowest. Each category is worth a maximum of 5 points. Based on final scores by Medtrade judges, 8 product finalists will compete live at Medtrade.
  - 1) Market opportunity/market size and product demand
  - 2) Innovation
  - 3) Price point
  - 4) Quality/design of retail packaging
  - 5) Merchandising tools (i.e. samples, shelf talkers, in-store promotion sample advertisements)
  - 6) Marketing campaign, helping the retailer reach the end users
  - 7) Competitive advantages over similar product/product quality
  - 8) Industry compatible: is it a good match for HME retail
  - 9) Training tools/programs for in store sales staff

The following two categories will be scored as outlined below if the product meets the standard:

- 10a) Online Price Protection: 3 points if product has it
- 10b) HCPC Code: 2 points if product does not have it

2. Judging to determine the eight (8) finalists will take place beginning September 25 and those finalists will be notified by October 5. The decisions of the judges will be final and cannot be appealed.
3. Winning companies agree to provide a representative to take part in the final judging conference session at Medtrade. In this session the eight (8) finalist's product entries will be presented to the judging panel of experts and the audience, with each manufacturer being allowed 4 minutes to present their product, its market, overview of the opportunity, and the marketing assistance they will provide an HME provider/retailer. A PowerPoint presentation may be used but must be submitted to Medtrade by October 10. Each company will be asked a question from the judge panel and a question from the audience.

## AWARDS

1. Eight (8) finalists will receive pre-show promotion and recognition as a finalist
2. Three (3) winners will be selected after presentations at Medtrade
3. Winners will be provided with an award plaque courtesy of HomeCare Magazine
4. Three (3) winning products will be featured in post-show issues of Medtrade Monday eNewsletter
5. Medtrade PR director will assist in developing appropriate press releases

The Innovative HME Retail Product Awards will be managed by Kevin Gaffney, Group Show Director, on behalf of Medtrade. Questions? 770-291-5446, [kevin.gaffney@emeraldexpo.com](mailto:kevin.gaffney@emeraldexpo.com)