



Medtrade Innovative Retail Product Awards Entry Form

(Use separate form for each entry; must be filled out completely – brochures, videos, and other supporting marketing materials may be submitted along with form, but not in lieu of)

Booth # _____

Company Name: _____

Phone: _____ E-mail: _____

Marketing/PR Contact: _____

Product Name: _____

Please describe in as much detail necessary how your product meets the following criteria:

1) Market opportunity/market size and product demand
2) Innovation
3) Price point
4) Quality/design of retail packaging

(4 cont.)

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, why?

9) Training tools/programs for in store sales staff

10a) Online Price Protection: Yes No
provide link:

10b) HCPC Code: : Yes No

Entry Deadline: Friday, October 6, 2017 | Entry fee of \$99 or \$199 must accompany form to be accepted.

Please save and email form, contract, image(s) and any other supporting materials to

kevin.gaffney@emeraldexpo.com



JUDGES FORM

Booth # _____

Company Name: _____

Phone: _____ E-mail: _____

Marketing/PR Contact: _____

Product Name: _____

JUDGING CRITERIA FOR MEDTRADE INNOVATIVE RETAIL PRODUCT AWARD

To be completed by judges

Please rate this product on a scale of 1 to 5 for each category below.

1. Market opportunity/market size and product demand
2. Innovation
3. Price point
4. Quality/design of retail packaging
5. Merchandising tools
6. Marketing campaign, helping the retailer reach the end users
7. Competitive advantages over similar product/product quality
8. Industry compatible: is it a match for HME retail
9. Training tools programs for in store sales staff

Please award points based on the following criteria:

- 10a. Online Price Protection: 3 points if product has it
 10b. HCPC Code: 2 points if product doesn't have it

Maximum score a product can receive is 50

Judges Scores

1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10a.	_____
10b.	_____
TOTAL:	_____
Finalist:	Yes No