



### 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, September 21, 2018** | 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](mailto: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