

The 2026 Baby Safety Alliance Awards of Excellence Guidelines

Eligibility

The competition is open to baby product manufacturers, Baby Safety Alliance members and non-members.

Eligible companies may submit only **NEW** products either being introduced during the next 12 months or on the market within the past 18 months. Prototypes may be entered in the innovation category only; however, you must also 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 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 to Enter

To enter the 2026 Baby Safety Alliance Awards of Excellence, simply complete the official entry form online in full by **July 1, 2026**.

Pricing structure per entry is as follows:

Early-Bird Deadline: June 15, 2026 Baby Safety Alliance Member: \$445 Baby Safety Alliance Non-Member: \$545 <i>*Special pricing in honor of 50th Verification Program Anniversary!</i>	Final Deadline: July 1, 2026 Baby Safety Alliance Member: \$495 Baby Safety Alliance Non-Member: \$595 <i>*No price increase since 2019!</i>
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Please note this is a one-time application fee and is non-refundable. In order to get the member discount, you must be logged in from the start of the submission process. Login/password questions can be sent to radler@babysafetyalliance.org. Refunds will NOT be processed for any members paying the non-member rate.

All products must be **PRE-REGISTERED** by July 1, 2026 in order to be considered. Judging starts shortly after. No products are needed, as submissions are done digitally. No products should be sent to Baby Safety Alliance Headquarters.

Ensure your product name is exactly how you want it listed everywhere (to the judges, Parent's Pick alpha listing, press release). i.e. If your company name is XYZ Company and your product name is Specialty Crib, your product name should read XYZ Company Specialty Crib (if you choose to include brand). Name changes cannot be made after July 1, 2026.

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 rely on this information to make their decision. Consider addressing why the product meets each of the five criteria: innovation, marketability, trend-setting potential, appeal, and usefulness.

Please do not submit duplicate forms for the same product unless submitting in multiple categories. If changes need to be made to any portion of your entry form after you submitted and before July 1, 2026, email achezem@babysafetyalliance.org directly.

All of your product information and photos will be circulated to the judging committee, comprised of retail buyers, influencers, and trade and consumer media representatives. Judging will be completed virtually.

The contact person on the entry form should receive the following emails throughout the process, so ensure the contact person is able to receive emails, requests, make decisions and pay invoices on company's behalf. This should be a direct email and not "Info/sales/marketing@x.com":

- Confirmation upon submission
- Questions on submission information as needed
- Confirmation that the judging has started
- Notification if your product(s) has been selected/not selected as a finalist

Finalist and Winner Information

The judging panel scores each product on their own merit. Highest scores in each category are selected as finalists and top winner. Finalists will be announced on or about August 17, 2026. Finalists receive a special logo/badge to use for promotional efforts. Winners announced during a special event in September, during Baby Safety Month.

Product Categories

The following information is to assist you with choosing the correct category for your product.

- On The Go (Play Yards, Carriers, Strollers, Travel Accessories)
- Child Restraint Systems
- Infant/Parent Care (Breastfeeding, Maternity, Prenatal)
- Feeding/Bathing/Changing (High Chairs, Bath Tubs, Bottles, Pacifiers, Diaper Bags)

- Play/Entertainment (Bouncers, Activity Mats, Toys)
- Nursery (Cribs, Furniture, Nursery Decor)
- Safety (Bath Thermometers, Monitors, Gates, Bed Rails)
- Design/Fashion/Style
- Innovation (technology, sustainability, prototypes)

Special Awards:

1. Best In Show (highest score over all categories).
2. Parents Pick (all finalists automatically entered, unless manually opted out)
3. Innovation (Criteria is based on potential influence: Does the product have the capacity to shape future trends in the marketplace?)

Your product could fit into multiple categories. For example, a car seat could go into Child Restraint Systems or Innovation. You must determine which category fits best. Categories are subject to change based on submissions. Staff has the right to recategorize a product if needed and will notify the entrant via email if a change needs to be made. Company/brand can only win once. Special Awards weigh more than categories.

Take advantage of the early bird discount and enter by June 15, 2026.

The final entry deadline is July 1, 2026.

Judging takes place right away so no extensions or last-minute entries will be accepted.

NOTE: Questions regarding the competition should be directed to Amy Chezem, achezem@babysafetyalliance.org. All product entry submissions must be completed online. Do not send any products to Headquarters.

Terms and Conditions

The Baby Safety Alliance Awards of Excellence do not speak on behalf of businesses; it is an award based upon the collective opinion and judgment of an independent panel of judges. Their opinions and judgment do not necessarily reflect the opinions or judgment of Association Headquarters Inc., Baby Safety Alliance, its members or any individuals affiliated therewith ("Baby Safety Alliance Affiliates") and should not be interpreted or relied upon in any manner as such. Baby Safety Alliance Affiliates does not in any way endorse any businesses, brands, products, and/or services.

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Intellectual Property Rights & Originality

The Award candidate must own or have been granted permission to use all intellectual property rights for the submitted product or service. No submitted product or service shall infringe upon any other party's intellectual property rights. Court Orders involving infringement of intellectual property rights, the originality or lack of originality of a product submission can provide grounds to invalidate award consideration or granting. A further qualification of an award can be required verification that the product or service submission is not in breach of this representation or is not subject to such orders.

Safety Reports

Submitter represents that if a product submission is subject to a mandatory U.S. Safety Standard, it shall comply with such requirements. If a product submission is subject to any mandatory safety requirement, a copy of applicable test reports validating compliance may be required.