Eligibility

Competition is open to JPMA members and non-members.

Eligible companies may submit only NEW products either being introduced during the next year or on the market for less than one year (for all categories except “Tried and True”). 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 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 2021 JPMA Innovation Awards, simply complete the official entry form online in full by **August 9, 2021**.

Pricing structure per entry is as follows:

<table>
<thead>
<tr>
<th>Early Bird Deadline: July 15, 2021</th>
<th>Final Deadline: August 9, 2021</th>
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</thead>
<tbody>
<tr>
<td>JPMA Member: $375</td>
<td>JPMA Member: $395</td>
</tr>
<tr>
<td>JPMA Non-Member: $575</td>
<td>JPMA Non-Member: $595</td>
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Please note this is an application fee and is non-refundable.

All products must be **PRE-REGISTERED** before August 9th in order to be considered. Judging starts September 1, 2021. No products should be sent to JPMA Headquarters.
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.

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 Innovation Awards entry form should receive the following emails throughout the process, so ensure the contact person is able to receive emails, requests and make decisions on company’s behalf:

- 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 October 25th. Finalists receive a special logo/badge to use for promotional efforts.

Winners announced at a special event on or about December 9th. Details TBD.

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

1. On The Go (Play Yards, Carriers, Travel Accessories)
2. Strollers
   a. Lightweight/Umbrella
   b. Activity/Jogger
   c. Double/Multiple Riders
   d. Traditional
3. Child Restraint Systems
   a. Infant Carriers/Travel Systems
   b. Convertible
   c. All-in-ones/Harness Boosters
   d. Boosters
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)
9. Technology
10. Best product under $25
11. Design/Fashion/Style
12. Green/Environmentally Friendly/Sustainability
13. Up & Comer (open to new companies 2 years and younger)

Special Awards:
1. Tried and True (on the market longer than 5 years, not category specific) (5 awards given)
2. Best In Show (highest score over all categories, “Tried and True” category not eligible)
3. Parents Pick- (all finalists automatically entered, unless manually opted out)
4. Editors Pick NEW
5. Most Innovative of all time NEW

Your product could fit into multiple categories. For example, a feeding item could go into Feeding/Bathing/Changing or Best Product Under $25. You must determine which category fits best. Categories are subject to change based on submissions. JPMA staff has the right to recategorize a product if needed and will notify the entrant via email if a change needs to be made.

Take advantage of the early bird discount and enter by July 15th.
The final entry deadline is August 9, 2021.
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@jpma.org. All product entry submissions must be completed online. Do not send any products to JPMA Headquarters.