Eligibility

Competition is open to juvenile product manufacturers, JPMA members and non-members.

Eligible companies may submit only NEW products either being introduced during the next 12 months or on the market for less than one year. 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 2023 JPMA Innovation Awards, simply complete the official entry form online in full by **June 21, 2023**.

Pricing structure per entry is as follows:

<table>
<thead>
<tr>
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<th>Final Deadline: June 21, 2023</th>
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<tbody>
<tr>
<td><strong>Special JPMA Baby Safety Month 40th Anniversary Early-Bird Deadline:</strong></td>
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<tr>
<td>May 31, 2023</td>
<td>JPMA Member: $395</td>
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<td>JPMA Non-Member: $555</td>
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$40 discount
Please note this is an 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@jpma.org. Refunds will NOT be processed for any members paying the non-member rate.

All products must be **PRE-REGISTERED** before June 21, 2023, in order to be considered. Judging starts July 5, 2023. No products should be sent to JPMA 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 June 21, 2023.

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 June 21, 2023, email achezem@jpma.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 Innovation Awards 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 21, 2023. Finalists receive a special logo/badge to use for promotional efforts.

Winners announced during a special Baby Safety Month event in September 2023. More information to follow.

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

1. On The Go (Play Yards, Carriers, Strollers, Travel Accessories)
2. Child Restraint Systems
3. Infant/Parent Care (Breastfeeding, Maternity, Prenatal)
4. Feeding/Bathing/Changing (High Chairs, Bath Tubs, Bottles, Pacifiers, Diaper Bags)
5. Play/Entertainment (Bouncers, Activity Mats, Toys)
6. Nursery (Cribs, Furniture, Nursery Decor)
7. Safety (Bath Thermometers, Monitors, Gates, Bed Rails)
8. Technology
9. Design/Fashion/Style
10. Environmentally Friendly/Sustainability

Special Awards:
1. Best In Show (highest score over all categories).
2. Parents Pick (all finalists automatically entered, unless manually opted out)
3. Editors Pick – voted on by BC/WTE judge

Your product could fit into multiple categories. For example, a car seat could go into Child Restraint Systems or Technology or Fashion. 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. Company/brand can only win once. Special Awards weigh more than categories.

Take advantage of the special JPMA Baby Safety Month 40th Anniversary early bird discount and enter by May 31, 2023.
The final entry deadline is June 21, 2023.
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.
Terms and Conditions

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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.