

9th Annual

The Mature Market Resource Center's

New Product & Technology Awards[®] 2020

Recognizing Innovative Products & Services
for Older Adults and Their Families.

Call For Entries

ENTRY DEADLINE EXTENDED:
OCTOBER 16, 2020



2020 Sponsors:

 **Heartline**TM
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ABOUT THE NEW PRODUCT & TECHNOLOGY AWARDS®

This awards program, organized by the *Mature Market Resource Center*™ (MMRC), annually recognizes the world's best technologies, products and services for older adults and their families.

The MMRC also organizes the 29-year-old *National Mature Media Awards*™, the largest awards program of its kind that recognizes the nation's best educational and marketing materials and programs for older adults. The *New Product and Technology Awards* program extends the MMRC's efforts to recognize the best products, services, and technologies for the senior market.

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Recognizing Innovative Products & Services
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agingawards.com

HOW TO ENTER

- *Select one of the two entry forms to complete:*
Entry Form #1 for Web-Based and Mobile Digital Entries
Entry Form #2 for Product, Service and Technology Entries
For Product, Service and Technology Entries (Entry Form 2), please do not send physical products.
- Mail your completed Entry Form, along with a brief description of your entry and how we can review it digitally — URL, PDF, Video Link, YouTube, etc. Your entry description and digital access information should be no more than one page, one-side.
- If you are paying by credit card, you may call us with your card information for additional security. Call our office weekdays 9-5 Central time: 800-828-8225, and ask for the NPTA awards staff.

Mail Your Completed Entry Form With a One-Page Entry Description and How We Can View Your Entry Online to:

2020 New Product & Technology Awards
Mature Market Resource Center
328 W. Lincoln Avenue
Libertyville, IL 60048

Entry Deadline Extended: October 16, 2020

Entry Fee:

Enclose a fee of \$68 for each entry you submit. *There is no limit to the number of entries you may submit.*

Questions?

Phone: 800-828-8225 (outside the US: 847-816-8660) **E-mail:** info@agingawards.com

JUDGING

Gold, Silver, Bronze and Merit certificates will be awarded by category and division. Judging criteria can be found at agingawards.com. All judges' decisions are final. Awards packets will be sent to winners in late fall. Selected winners may also be awarded special *Nana Technology*™ recognition. This term was developed in 2004 by Andrew Carle, a leading senior technology expert. Nana Prizes recognize technologies that older adults find easy-to-use and understand, and are helpful in their daily lives.

AWARD RECOGNITION

Should your organization receive a 2020 New Product & Technology Award, you will receive the following:

- A colorful *Gold, Silver, Bronze or Merit* certificate recognizing your achievement
- Digital copies of the 2020 winners logo with a one-year license to use the logo for your marketing and promotion activities
- National publicity of your award
- Your product/service posted on agingawards.com
- Recognition of your winning entry this fall during a live Twitter feed announcing the 2020 winners
- Free one-year e-newsletter subscription to *Seniors & Robotics — News on Robotics and Related Technologies*, Including Artificial Intelligence (AI), Virtual Reality (VR) & Augmented Reality (AR)



FREQUENTLY ASKED QUESTIONS

Who enters the New Product & Technology Awards® ?

Now entering its 9th year, the *New Product & Technology Awards* has received entries from hundreds of companies and organizations across the United States. Winners in recent competitions have included: *Area Agencies on Aging; Blue Cross and Blue Shield Plans; Cardiocom; Cognifit; Dakim; e-Care Diary; GlynnDevins; The Hartford; Medicare Health Plans; Minnesota Board on Aging; National Institute on Aging; NavGate Technologies; Retirement Communities; SeniorNavigator; and Touchtown.*

What are the 2020 entry fees?

The 2020 *New Product & Technology Awards* entry fee is \$68 (USD) per submission.

What's New for the 2020 competition?

The 2020 awards feature 41 categories and 15 divisions. Awards will be given by Category and by Division. For example, community/nonprofit organizations that enter their websites will only compete with websites submitted by other community/non-profit groups.

How are the entries judged?

Entries will be judged by Division and Category. Using a rating scale of 1 to 100, a panel of national experts in these fields will review the entries based on judging criteria. Judges' scores will be totaled and averaged.

Gold, Silver, Bronze and Merit certificates will be awarded by Division and Category based on these average scores. Judges' decision are final.

Awards questions?

Call: 800-828-8225
(weekdays 9-5 Central time)

E-mail: info@agingawards.com

Web: agingawards.com

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ENTRY FORM #1 For Web-based and Mobile Digital Entries

Contact Information: (Who we should contact if this entry wins an award. Please clearly print or type all information below.)

Name _____ Title _____

Organization _____

Address _____

City / State / Zip _____

Phone _____ E-mail _____

Award Information: (What we will list if this entry wins.)

Entry Title (Actual name of your entry) _____

Organization (If different than Contact Organization) _____

Twitter Handle (If available) _____

Division: (What type of organization produced this entry? Check only one)

- | | | |
|---|---|---|
| <input type="checkbox"/> Association/Professional Society (non-profit) | <input type="checkbox"/> Educational Institution | <input type="checkbox"/> Medical Equipment/Device Manufacturer |
| <input type="checkbox"/> Business (less than 500 employees) | <input type="checkbox"/> Financial Services/Insurance | <input type="checkbox"/> Media |
| <input type="checkbox"/> Business (500+ employees) | <input type="checkbox"/> Government (Local, State, Federal) | <input type="checkbox"/> Choose one: <input type="checkbox"/> Local/State <input type="checkbox"/> National |
| <input type="checkbox"/> Community Organization (non-profit) | <input type="checkbox"/> Health Insurer | <input type="checkbox"/> Pharmaceutical Company |
| <input type="checkbox"/> Choose one: <input type="checkbox"/> Local/State <input type="checkbox"/> National | <input type="checkbox"/> Hospital/Health Care System | <input type="checkbox"/> Other Organization |
| <input type="checkbox"/> Consumer Product Company | <input type="checkbox"/> Housing | |

Category: (What type of entry is being submitted? Check only one)

Web-based Digital Resources

- | | | |
|--|--|--|
| <input type="checkbox"/> Brain Fitness | <input type="checkbox"/> Infographic | <input type="checkbox"/> Website |
| <input type="checkbox"/> Caregiving | <input type="checkbox"/> Interactive Content | <input type="checkbox"/> Other/Miscellaneous |
| <input type="checkbox"/> Care Coordination | <input type="checkbox"/> Publications/Media | |
| <input type="checkbox"/> Directory/Ratings/Guides | <input type="checkbox"/> Portal | Mobile Digital Resources |
| <input type="checkbox"/> Online Education/Training | <input type="checkbox"/> Social Media | <input type="checkbox"/> Mobile Website |
| <input type="checkbox"/> Health Records (PHRs) | <input type="checkbox"/> Web-based Resource/Tool | <input type="checkbox"/> Mobile Application |
| | <input type="checkbox"/> Webinar | |

General Questions? Call: 800-828-8225 • E-mail: info@agingawards.com.

Visit agingawards.com if you have questions about which division or category is most appropriate for your entry.

Entry Deadline Extended: October 16, 2020

Payment Information:

Entry Fee (US Dollars): **\$68** per entry

Make checks payable to:

Mature Market Resource Center (or MMRC)

Send to:

Mature Market Resource Center
328 W. Lincoln Avenue
Libertyville, Illinois 60048

Our Federal Tax I.D. # is 36-3559293

Method of Payment:

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Amex

Card Number _____

Exp. Date _____ Security Code (on back of card) _____

Print Name _____

Signature _____

NOTE: If you prefer, for additional security you may call us with your credit card information: 800-828-8225 (weekdays 9-5 Central time).

ENTRY FORM #2 For Product, Service, and Technology Entries

Contact Information: (Who we should contact if this entry wins an award. Please clearly print or type all information below.)

Name _____ Title _____

Organization _____

Address _____

City / State / Zip _____

Phone _____ E-mail _____

Award Information: (What we will list if this entry wins.)

Entry Title (Actual name of your entry) _____

Organization (If different than Contact Organization) _____

Twitter Handle (If available) _____

Division: (What type of organization produced this entry? Check only one)

- | | | |
|---|---|---|
| <input type="checkbox"/> Association/Professional Society (non-profit) | <input type="checkbox"/> Educational Institution | <input type="checkbox"/> Medical Equipment/Device Manufacturer |
| <input type="checkbox"/> Business (less than 500 employees) | <input type="checkbox"/> Financial Services/Insurance | <input type="checkbox"/> Media |
| <input type="checkbox"/> Business (500+ employees) | <input type="checkbox"/> Government (Local, State, Federal) | <input type="checkbox"/> Choose one: <input type="checkbox"/> Local/State <input type="checkbox"/> National |
| <input type="checkbox"/> Community Organization (non-profit) | <input type="checkbox"/> Health Insurer | <input type="checkbox"/> Pharmaceutical Company |
| <input type="checkbox"/> Choose one: <input type="checkbox"/> Local/State <input type="checkbox"/> National | <input type="checkbox"/> Hospital/Health Care System | <input type="checkbox"/> Other Organization |
| <input type="checkbox"/> Consumer Product Company | <input type="checkbox"/> Housing | |

Category: (What type of entry is being submitted? Check only one)

- | | | |
|---|---|---|
| <input type="checkbox"/> Automotive/Transportation | <input type="checkbox"/> Health Management Products/Programs | <input type="checkbox"/> Nutrition |
| <input type="checkbox"/> Brain Health/Brain Fitness Programs & Services | <input type="checkbox"/> Health Products, Services, and Programs | <input type="checkbox"/> Personal Mobility |
| <input type="checkbox"/> Communication Devices/Products | <input type="checkbox"/> Hearing Technologies | <input type="checkbox"/> Personal Robotics |
| <input type="checkbox"/> Consumer Electronics | <input type="checkbox"/> Housing and Design | <input type="checkbox"/> Rehabilitation/Therapy |
| <input type="checkbox"/> Digital Devices | <input type="checkbox"/> Hygiene/Grooming | <input type="checkbox"/> Safety Products and Services |
| <input type="checkbox"/> Entertainment/Leisure | <input type="checkbox"/> Lifestyle Assistive Technologies & Devices | <input type="checkbox"/> Vision Technology |
| <input type="checkbox"/> Fall Prevention/Fall Detection | <input type="checkbox"/> Medication Adherence & Compliance | <input type="checkbox"/> Wearable Technology Products |
| <input type="checkbox"/> Products/Services | <input type="checkbox"/> Products/Programs | <input type="checkbox"/> Other/Miscellaneous |
| <input type="checkbox"/> Fitness/Wellness Products & Services | <input type="checkbox"/> Monitoring/Detection Devices and Programs | |

General Questions? Call: 800-828-8225 • E-mail: info@agingawards.com.

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Libertyville, IL 60048-2730
1-800-828-8225
agingawards.com

Timely Information

Please share with others responsible for
older adult products, services, and technologies.

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October 16th

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Don't Miss This Opportunity to Receive National Recognition!

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