

Awards Program Submission Eligibility, Rules & Guidelines

ONLINE SUBMISSION DEADLINE: WEDNESDAY, FEBRUARY 03, 2010

PHYSICAL SUBMISSION DEADLINE: WEDNESDAY, FEBRUARY 10, 2010

ELIGIBILITY REQUIREMENTS:

- The CTIA 2010 Emerging Technology (E-Tech) awards program is open to all interested companies. Being an Exhibitor or CTIA member is not required.
- All product entries must have been released after October 1, 2009. (Upgrades or new releases that include significant changes and added features are welcome.)
- In addition to the online entry, all entrants are strongly encouraged to **provide a physical submission** to be prominently displayed in the E-Tech showcase at the Las Vegas Convention Center during the event.

Please Note:

- The physical display is an opportunity for added exposure and promotion of your product—it is not mandatory for participation in the E-Tech Awards.
- The physical display does not impact or play a role in the online expert judging that takes place prior to the International CTIA WIRELESS 2010 event.
- **However, a physical submission is MANDATORY in order to be eligible to win “Best in Show” (please see page 6 under “Best in Show” Judging).**

SUBMISSION REQUIREMENTS & ENTRY FEES:

- Entries must be submitted online via the Awards web site with credit card, company check or wire transfer payment of the appropriate fee. If submitting multiple entries or the same product into several categories, each must have its own completed online entry. **Deadline for completed online entries is Wednesday, February 3, 2010.**
- There is a non-refundable entry fee of \$300 for the first entry and \$200 for each additional entry. Full payment of entry fees must be submitted by deadline date. Incomplete entries or those without payment will be disqualified.
- All product entries must have been released after October 1, 2009. (Upgrades or new releases that include significant changes and added features are welcome.)
- Entry in the competition entitles CTIA the rights to use any products/images for materials created by CTIA and/or its sponsors.
- CTIA and the judges reserve the right to interpret all conditions regarding this competition without claim for damage or recourse of any kind. CTIA and the judges may make decisions on entry qualifications or category of submission as they see fit or disqualify an entry at their discretion.

MULTIPLE ENTRIES:

- There is no limit on the number of entries permitted. A company can submit as many entries to as many categories as appropriate.
- Each individual entry requires a separate online submission and entry fee.
- If the same product is being entered into multiple categories, a separate submission and entry fee is required.

Entrant may decide to submit only one physical product to be represented in only one category of the entrants' choice.

CATEGORIES OF SUBMISSION:

Mobile CE (Consumer Electronics):

1. **Phone/Smartphone** – any feature phone or smartphone with advanced capabilities.
2. **Accessory** – any wireless accessory such as headsets, headphones, speakers, visual display solutions etc.
3. **Fashion & Lifestyle Product** – any wireless product or device that has fashion or lifestyle appeal such as wirelessly enhanced clothing, fashion accessories etc.

Luxury Mobile:

4. **Luxury Mobile** – any luxury brand wireless device, application, accessory, fashion or lifestyle item.

Mobile Applications (End-user Applications):

5. **Entertainment/Social Networking** – any application geared toward entertainment, gaming, leisure or social networking
6. **Healthcare/Public Safety/Transportation** – apps geared toward health, fitness, safety or transportation.
7. **Prosumer/Business Productivity** – applications for the mobile worker that help to improve productivity, performance, efficiency or organization.
8. **Mobile Payments** – mobile wallet, payment, money management applications etc.

Enterprise & Vertical Market Solutions

9. **General Business Solution** – any wireless hardware or software solution that helps to solve or fill enterprise need.
10. **Mobile Marketing or Advertising Solution** – any service or solution that facilitates marketing or advertising on mobile devices.
11. **Healthcare Solution** – any wireless hardware or software solution for the healthcare industry e.g. hospitals, private practices, pharmaceuticals etc.
12. **Energy Solution** – any wireless hardware or software solution that promotes the conservation of energy.

Green Solutions

13. **Green Solution** – any hardware or software solution, product or application that promotes the conservation of resources.

Network Infrastructure

14. **In-building Wireless/Local Area Network** – any in-building network solution including femto cells.
15. **Wide Area Network** – any product, software or solution for creating a wide area network.

Special Opportunities to Win!

Aside from the above categories there are two additional opportunities to win:

“Best Online Pick”

The entry that wins the highest number of **online votes** will be named “Best Online Pick.” All accepted entries, that are not embargoed, are eligible to win.

“Best in Show”

Only entrants who submit a physical product for the E-Tech Showcase at International CTIA WIRELESS 2010 are eligible. The entry within the showcase that garners the highest number of **onsite text votes** will be named “Best in Show.”

(Refer to “Judging” on page 6 for more details.)

These additional opportunities are NOT just limited to finalists.

ONSITE DISPLAY ‘PHYSICAL’ SUBMISSION RULES:

DEADLINE FOR PHYSICAL PRODUCT SUBMISSIONS: WEDNESDAY, FEBRUARY 10, 2010

All entrants are encouraged to provide a “physical” submission—the submission of the actual product or software/solution pre-loaded onto hardware or video/multimedia demonstration of the product or service—for inclusion in the onsite Showcase.

What to Include and How to Label Your Physical Submission:

- Onsite physical display submission to CTIA should consist only of those components necessary for display. Please do not send instructional booklets, pamphlets, CDs or other ancillary items as they will be discarded. Packaging that is not deemed necessary may also be discarded.
- All physical display submissions must be sent with a signed [Physical Submission Form](#).
- Every component of the submission, e.g. device, charger, docking base, CD etc. must be SECURELY labeled (please do not use “Post-it” notes) with the following information:

Company Name

Product Name

Category of Submission*

** If the product has been submitted into multiple categories, but only one physical product is submitted, please label the product with the category under which it should be displayed.*

- Physical submissions may be one of two forms:
 - Actual product/device/equipment and or software/solution pre-loaded onto a device; OR
 - Video demonstration.
- Multiple and various display materials cannot be provided for a single entry. The entry should consist of one of the three forms; all three may not be submitted for a single entry. If a single entry is submitted with multiple onsite display materials, CTIA will choose the best format to be used in the display and unused materials will be discarded.
- You will not need to provide any description cards or display labels, CTIA will be creating [description placards \(click to see an example\)](#) for all physical submissions containing the following information*:
 - Category of Submission
 - Company Name
 - Product Name
 - Short Product Description
 - Price Range (if applicable)
 - Market Availability (if applicable)
 - Company Website Address
 - Booth Number (if applicable)
 - Demo Instructions (if applicable)
 - Vote Code (this code is used by those voting for your product to win “Best in Show” and will be assigned by CTIA)

**This text will be pulled verbatim from your online submission forms. If text is too long, CTIA will edit without notice.*

Device, Hardware or Equipment Rules & Guidelines:

- Devices should be working and fully functional.
- Software, solution or application entries must be pre-loaded onto a working and functional mobile device.
- If chargers have been provided, CTIA will make every effort to keep products charged and powered for the duration of the show. (CTIA is not responsible for keeping products charged and powered for the duration of the show.)
- CTIA will make every attempt to secure products through tethering and the hiring of security personnel to guard the area 24 hours a day during the convention. However, CTIA is not responsible for any injury, loss, theft or damage that may occur to the onsite display materials from any cause whatsoever, prior, during, or subsequent to the International CTIA WIRELESS 2010 event.
- Non-handset type devices such as accessories, lifestyle products, signal equipment etc. may be showcased within glass display cases for security and better attendee viewing.

- The final decision on how devices and equipment will be displayed will be made at the sole discretion of CTIA.
- If an entry requires any special handling, drayage or labor etc., the submitting company will be responsible for all incurred costs.

Video Demonstration (CD/DVD) Rules & Guidelines:

- All entries must be sent to CTIA via CD or DVD and the actual video file must adhere to the following guidelines:
 - Running Time: 1-2 minutes maximum
 - Format: Windows Media, MPEG, QuickTime, or PowerPoint
- All CD/DVD submissions will be loaded onto computers within the onsite display area and be accessible via an individual "website" listing from each of those desktops.
- These individual listings will featuring the product image or logo, product name (hyperlinked to video file), company name and numeric code for the onsite "Best in Show" award voting. Example:



Product Name
Company Name
Vote Code: 123

- There will be a minimum of two (2) computers with large monitors within the display area.

Shipping & Tracking Your Physical Submission:

- All onsite display submissions must be delivered to CTIA headquarters by **Wednesday, February 10, 2010**.

Attn: CTIA 2010 E-Tech Awards Program
CTIA–The Wireless Association
1400 16th Street, NW
Suite 600
Washington, DC 20036
202.785.0081

- Due to the volume of entries received, each participant is responsible for tracking and confirming the delivery of their own submissions.

Picking Up/Claiming Your Entry At the Conclusion of the Event:

- All entrants picking up their entries must come to the display area on **Thursday, March 25th no later than 2:30 PM**. This is crucial as the show floor, where the display area will be located, closes at 3:00 PM and once the hall closes, the guards **WILL NOT allow you to enter the hall without an exhibitor badge**.
- CTIA will begin dismantling the displays and returning product at 3:00 PM.

- CTIA is not responsible for shipping, handling, or drayage costs for unclaimed entries.
- *Any unclaimed entries become the property of CTIA and will be recycled or donated upon the conclusion of the event. There are no exceptions.*

General:

- If an onsite display submission does not meet the specifications set-forth or is received after the deadline, the entry will not be included in the onsite display at the International CTIA WIRELESS 2010 event.
- CTIA will make every attempt to display all qualified entries in the E-tech display area in the Las Vegas Convention Center during the International CTIA WIRELESS 2010 event.
- Entry in the competition entitles CTIA the rights to use any products/images for promotional materials created by CTIA and/or its sponsors.
- CTIA and the judges reserve the right to interpret all conditions regarding this competition without claim for damage or recourse of any kind. CTIA and the judges may make decisions on entry qualifications or category of submission as they see fit or disqualify an entry at their discretion.

JUDGING

- The online judging panel will consist of members of media, analysts and industry experts.
 - The judges will review and score all product entries online prior to the International CTIA WIRELESS 2010 event.
 - The top 5 entries in each category will be named finalists of that category.
 - The 3 finalists with the highest scores will be the 1st, 2nd and 3rd place winners of that category.
- Judging will begin shortly after the online entry deadline on February 3, 2010.
- All winners will be announced at the E-Tech Awards Ceremony at International CTIA WIRELESS 2010 on the Exhibit Innovations Stage within the E-Tech Showcase in the North Hall, Wednesday, March 24, 2010 at 2:00 PM.
- All entries will be scored on the following elements:
 - Innovation – Cutting edge, creative, novel features
 - Functionality – How practical and useful is the product or service
 - ‘Wow factor’ – Ingenious, innovation, slick, clever features
 - Value and Impact of Technology – how valuable or impactful is this product or service
 - Ease of Use/Implementation – How easy it is the product or service to use or implement

“BEST ONLINE PICK” and “BEST IN SHOW” JUDGING

- **Online Voting – Pre-show:**

CTIA will launch a website featuring all qualified entries (except those that are embargoed) where industry professionals may view the entries and vote for their favorites. **Online voting will begin**

approximately in early March and end on Monday, March 22, 2010.

- **Text Voting – Onsite:**

ONLY entrants who provide a qualified physical submission to be displayed in the CTIA E-Tech Showcase at International CTIA WIRELESS 2010 are eligible.

Show participants will have the opportunity to vote onsite by texting in the assigned entry code or “vote code” to a common short code. This code will be displayed on the description placard that will be placed next to each entry in the onsite showcase. In the case of video entries, the vote codes will be displayed on the monitors or screens showing the video presentations. **Onsite short code voting will begin at 11:00 AM (PT) Tuesday, March 23 and end at 12:00 noon (PT) on Thursday, March 24, 2010 (subject to change).**

- Vote codes will be assigned by CTIA and can be made available to entrants upon request.
- The winners will be announced at the Awards Ceremony on the Exhibit Innovations Stage, Wednesday, March 24, 2010 at 2:00 PM. Winners will not be notified of this status prior to the Ceremony so please make every effort to attend the ceremony in the event that you win!

WINNERS

- Finalists will be notified and contacted prior to the International CTIA WIRELESS 2010 event;
- All finalists are not winners (refer to “Judging” on page 6 for more details).
- Winners will be announced at the Awards Ceremony on the Exhibit Innovations Stage, Wednesday, March 24, 2010 at 2:00 PM.
- Winners will receive a prestigious trophy piece as well as an electronic promotional toolkit containing a press release template, photos and electronic file of the “winner’s” logo which may be used in collateral materials, website, emails etc. to promote your winning status.
- First Place winners and the winners of “Best Online Pick” and “Best in Show” will be invited on stage during the Ceremony to accept their award and for a photo opportunity.
- All winners will be announced through a press release that will be issued the day of the Awards Ceremony.

QUESTIONS

Please contact the Awards Administrators with any questions you may have regarding the Awards. We will answer your questions as soon as possible; however before you email us, please be sure to check the [“Frequently Asked Questions”](#) page to see if that answers your questions.

SUBSCRIBE TO RECEIVE UPDATES

[Click here to be added to the CTIA Awards Announcement List.](#)

Also, look for updates and the latest Awards information at <http://www.ctiashow.com/awards>.

Thank you and good luck!