



The United Inventors Association of America  
1025 Connecticut Ave Suite 1000 - Washington DC 20036  
[www.uiausa.org](http://www.uiausa.org)

## 2011 National Hardware Show Awards Package



# Welcome to the 2011 National Hardware Show inventor spotlight awards presented by The United Inventors Association of America



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**Overview:** Each year the UIA presents awards to inventor participants in the industry shows we sponsor. The focus is not on randomly awarding a trophy. But rather to create a set of awards that professionals in the inventing and commercialization industry use to recognize the hard work and dedication those inventors have given to the process of innovation.

**The Process:** Using a roving interview method, each exhibiting participant in the National Hardware Show inventor spotlight will be judged by a panel of 3 professionals. These professionals have been selected based on the experience and background they possess in the areas of product development, consumer purchasing, Inventing, Marketing, Packaging, or other related fields.

Each judge will be given a set of criteria they use to assess if the inventor and the invented product/concept best meet the spirit of the award. This assessment is based solely on the criteria outlined for each award and represented by a line item numerical score.

For the 2011 National Hardware show, Judging will officially begin Tuesday 10 May 2011 at 9 am. Each team of judges will approach the inventors at their leisure until all inventors/product have been properly judged in all 3 categories. The judges may ask questions or request to see documentation, research or demonstrations.

All Judging will be completed and the awards presented the same day.

**The Award Categories:** The award categories change for each UIA inventor Spotlight program. This year's National Hardware Show awards are as follows.

**Best Product Concept:** This award is designed to accommodate inventors who may not have a retail ready product. From a sketch to a fully developed product, this category looks at the overall concept of the product and how it fits into the category. Examples of this may be – Is the product truly unique in the benefit it provides the consumer? Is the product well thought out in its function and design? Does the product solve a true consumer problem, and is it likely to give the consumer lasting value.

**Best Market Research:** Market research is an often overlooked, but critical part of the inventing process. This award serves to recognize the inventor/product that has completed the most comprehensive market research about their product. Considerations for judging this category would be – Has the inventor investigated the category to find comparable products? Did the inventor develop a matrix of comparable products, and do they understand where their product fits in? Did the inventor physically search stores, catalogs, and the internet to understand competing products? Does the inventor have a solid Manufacturer's Suggested Retail Price (MSRP) and what is it based on?

**Best Overall Product:** The successful development of a product takes talent, knowledge, and tenacity. As such, the Best Overall Product award is designed to recognize the broadest range of efforts by the inventor. From design, market research, sales, fulfillment, manufacturing and quality. This category is judged on everything. Scores in the judging of this award will be given based on the attention paid by the inventor to all phases of ideation and commercialization.

### **The Prizes:**

Best Product Concept – Engraved Award, Paid premium membership to the UIA

Best Market Research - Engraved Award, Paid premium membership to the UIA

Best Overall Product – Large engraved Award, LIFETIME membership to the UIA

Prizes have no cash exchange value and all judges' decisions are final

The UIA Inventor Spotlight awards are your opportunity to show not only your product, but to show professionals in the industry you have what it takes to understand the commercialization process. If you have any questions please feel free to email us at [admin@uiausa.org](mailto:admin@uiausa.org)

Good luck, and welcome to the National Hardware Show 2011

*Mark Reyland*

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