

## 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.

The Mature Market Resource Center's



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

[agingawards.com](http://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: September 30, 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](mailto: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](http://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](http://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](mailto:info@agingawards.com)

**Web:** [agingawards.com](http://agingawards.com)

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## 2020 SPONSORS

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