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Call for Entries: 10th Annual New Product & Technology Awards

2025 Competition Introduces First-Ever Senior Tech Showcase – A Free Public Exhibition of the Latest Innovations for Older Adults

Libertyville, IL – Entries are now being accepted for the *10th Annual New Product & Technology Awards—Recognizing Innovative Products, Services & Technologies for Older Adults and Their Families (NPTA)*. The competition annually recognizes the world’s best products, services, and technologies that enhance the lives of older adults and their families. For more about the awards and entry information, visit agingawards.com.

New for 2025: The Senior Tech Showcase

To mark its 10th anniversary, the NPTA introduces the *Senior Tech Showcase*, the first-ever public exhibition where consumers can experience and interact with the latest “senior tech” products and services. Selected companies that enter the 2025 NPTA awards will be invited to display their entries June 6-7 at the Patty Turner Center in Deerfield, Illinois, an award-winning Chicago area senior center.

“We are celebrating the 10th anniversary of the NPTA awards with two exciting new additions: The first consumer display of ‘senior tech’ products and services open to the public, and a new student competition: Secondary, undergraduate, and graduate students are invited to submit concepts for future products and technologies designed for seniors and their families,” adds Pat Henze, executive director of the Mature Market Resource Center, organizer of the awards.

Competition Details & Entry Information

The 2025 awards include 43 entry categories spanning digital platforms, AI-driven solutions, health and wellness products, and more. Gold, Silver, Bronze and Merit recognitions will be awarded by a panel of expert judges. Winners receive an awards certificate, a one-year license to use the official awards logo, national publicity and recognition on the agingawards.com program website. The student competition invites secondary, undergraduate, and graduate students to submit future product and technology concepts designed for seniors and their families.

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Companies, non-profits, other organizations and individuals interested in entering the 2025 can submit their entry information online at <https://agingawards.myshopify.com>. *The 2025 entry deadline is Friday, May 9, 2025. The entry fee is \$75 per entry. Some entry categories require an additional fee. There are a limited number of free entry waivers for the student competition.*

The Mature Market Resource Center (MMRC), organizer of the New Product & Technology Awards and the Senior Tech Showcase, is a national clearinghouse for professionals working in older adult markets. Other well-known MMRC programs include the 34-year-old National Mature Media Awards (seniorawards.com) and the 32-year-old National Senior Health & Fitness Day®, the nation's largest annual older adult health and fitness event, always held the last Wednesday in May (fitnessday.com).