



Innovations 2004 Design and Engineering Showcase

Fact Sheet



Call For Entries Opens
Tuesday, September 9, 2003

Get the Recognition You Deserve

Final Deadline
Sunday, October 12, 2003

Since 1989, the International CES Innovations Design and Engineering Showcase has annually recognized the newest CE products that exhibit excellence in design and engineering. The Industrial Designers Society of America (IDSA) endorses and acts as advisors to the program.

Regardless of your exhibiting status, Innovations 2004 invites you to enter the competition. Innovations honorees can display their products at the 2004 International CES even if they are not exhibiting elsewhere in the show. Reserve a tabletop to demonstrate your winning products at the Innovations Press Preview Reception, Tuesday, January 6, 2004. Or you may want to display your design or company ad in the first-ever IDSA Designer Gallery Showcase (open to IDSA members only).

Want more details? Call Roz Graham (703) 907-7432 or e-mail innovations@ce.org

All You Need to Know About Rules & Eligibility

Q: Who is eligible to enter?

A: Anyone who manufactures, designs or engineers consumer electronics products marketed in the United States is eligible to submit entries.

Q: What is eligible to be entered?

A: Any new products that are, or will be, in the marketplace and available to U.S. consumers no earlier than January 1, 2003, and no later than June 30, 2004. Selected products must also be available for display at the Innovations 2004 Design and Engineering Showcase exhibit at the 2004 International CES, January 8-11, 2004, in Las Vegas, Nevada.

Q: Who evaluates the entries? And how?

A: Each product category has a three-member judging team comprised of an independent industrial designer, an independent engineer and a member of the trade press. Products with the highest score per category will be named Best of Innovations honorees. Judges will determine the relative importance/weight for each of the evaluation criteria, according to its relative importance in its product category. Since actual products will not be available, entries must be very detailed—and must include visuals—for the judges to make the best possible decisions. All award designations by our judges are final.

Q: Can an entry submitted last year be submitted again this year?

A: Probably not, since the competition is limited to new products that become available to consumers between January 1, 2003 and June 30, 2004. However, if you have developed a new model of the product that you feel is innovative and enhances the original product, you may submit an entry.

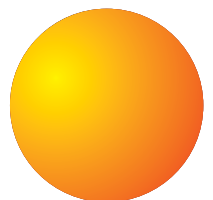
Q: Must I include visuals with my entry?

A: YES! Your entry form will not be processed without two different views of high-resolution images of your product. These images are the only visual references the judges will have of the product.

Q: Do I have a word limit on the entry form?

A: Yes, the limit is up to 250 words, per question. You may also upload the technical specification sheet for your product. If you do not have a specification sheet, you may provide the same data in your own words.

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Q: What happens if my entry is not complete?

A: An entry is qualified for judging when all required sections are completed, images are included, and all entry fees have been paid. Additional fees will apply for entries received in paper form. CEA is not responsible for follow-up of incomplete entries. Incomplete entries will be disqualified. Entry fees are non-refundable.

Q: When will I find out if my entry received an award?

A: All applicants will be notified via U.S. mail postmarked Monday, November 14, 2003.

Q: What additional requirements will there be, if I win?

A. Honorees will be displayed at the Innovations 2004 exhibit during the 2004 International CES and will be obliged to comply with the following show-related requirements:

- Companies whose products will be displayed "live" must supply the necessary auxiliary equipment, including all cables, connectors, and program sources, along with copyright-cleared audio and video programs. (Note: The playback source of such programming will not be out for public display unless that product has been selected for an award.)
- No sales personnel or company promotional display pieces will be permitted, except in designated tabletop demonstration area or in the IDSA Design Gallery.
- Only International CES-supplied descriptive signage will be displayed in the Innovations Design and Engineering Showcase exhibit, except in the designated area referenced above.

Deadline:

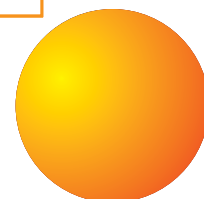
The entry must be received by the International CES no later than 12:00 midnight Eastern time on Sunday, October 12, 2003, through our website www.CESweb.org, in an e-mail addressed to innovations@ce.org, as an attachment to that e-mail address, or via mail (additional charges will be applied to e-mailed and postal entries). Payment by check or photos must be received within 48 hours after receipt of electronic submissions. Please keep a copy of all documents for your records.

Crucial Dates for Innovations 2004

- Early Bird Deadline: Sunday, October 5, 2003
- Final Entry Deadline: Sunday, October 12, 2003
- Innovations Judging: Week of October 20, 2003
- All Applicants Notified: November 14, 2003
- Innovations Honorees Announced: December 15, 2003

Fees (Per Entry)	Call For Entries	October 6th through Final
Entry fees are non-refundable.	September 9th – October 5th	Entry deadline October 12th
CEA Member Exhibitor	\$225	An additional \$200 will be added to all entries.
Non-Member Exhibitor	\$450	
CEA Member Non-Exhibitor	\$600	
Non-Member Non-Exhibitor	\$750	
E-mailed or Hardcopy Submission	Additional \$500	
E-mailed or Hardcopy Photo	Additional \$100 per image	
Entries received by October 5th will be entered into a drawing for an early bird prize.		

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Choose from Three Submission Options

1. Visit our website: <http://www.CESweb.org/innovations>. Complete and submit your entry form entirely online. This is your simplest and cheapest option, and we strongly recommend it.
2. Download the PDF of the entry form from <http://www.CESweb.org/innovations> or write to Innovations@ce.org to request a PDF of the entry form, which will be e-mailed to you. Transfer information from the PDF to a word processing document and e-mail it back—as an attachment with images—to Innovations@ce.org. There is an additional charge of \$500 for using this option.
3. Download the PDF or request one to be sent to you via e-mail, complete and mail the printed form or copies. Paper entries require an additional charge of \$500. Visuals submitted separately as hard copy are an additional \$100 each. Entries and/or visuals should be mailed to the address below.

Innovations Design and Engineering Showcase
International CES
2500 Wilson Blvd.
Arlington, VA 22201-2834

Remember:

Images are an Absolute Necessity. You must provide two high-resolution electronic images of your product in two different views. Instructions to upload electronic visuals are located within the online entry form. If you need to e-mail your images, send them to innovations@ce.org. If you submit your visuals as hard copy, an additional charge of \$100 per photo applies. Your entry form will not be processed without these visuals.

Tips for Preparing Your Strongest Entry

- To ensure technical accuracy, have your technical staff review your responses to technical questions.
- Answer the questions as clearly as possible and provide straightforward, informative photographs or illustrations.
- When preparing your entry, focus on providing substantive information, not on creative formatting or typefaces. Entries will be given a standardized look before the judges see them.
- Don't submit an entry that will not be commercially available by June 30, 2004.
- Don't submit an entry that has been available in the United States at retail before January 1, 2003.
- If you are selected as an honoree, you will be required to make the product available for the Innovations Showcase during the 2004 International CES.

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