

DD DEALER DESIGN AWARDS PROGRAM 2010

Recognizing Excellence in HVACR Product Design

CALL FOR ENTRIES

Deadline: March 22, 2010



- Gold, Silver & Bronze Awards
- 14 Product Categories



the NEWS 2010

DEALER DESIGN AWARDS

You've Designed the Best – Now it's Time to Be Recognized.

The NEWS' Dealer Design Awards program was established to honor excellence in HVACR product design. Now in its seventh year, the prestigious awards program showcases the most innovative products that can be conveniently installed, maintained, and serviced. Consumer features on many products are easily recognized and glamorized, but what about the time, effort, and expense that goes into designing a product that is “dealer desirable”? The NEWS is proud to bestow these awards on inventive products that ensure HVACR professionals are able to do their jobs more efficiently and effectively.

Product Categories

1. HVAC Residential Equipment
2. HVAC High Efficiency Residential Equipment
(16 SEER plus, A/C Equipment & 90 AFUE Furnaces)
3. HVAC Light Commercial Equipment *(5 to 20 tons)*
4. HVAC Commercial Equipment
5. Refrigeration & Ice Machines
6. Indoor Air Quality
7. Ventilation Products
8. Components & Accessories
9. Residential Controls *(Including Zoning)*
10. Commercial Controls *(Including Building Automation)*
11. Testing & Monitoring Products
12. Contractor Services & Software
13. Tools
14. Miscellaneous

Eligibility

- Competition is open to all manufacturers in the HVACR industry.
- Products entered into the competition must have been introduced to the market after January 1, 2009 and are available to the market no later than April 2010.
- A limit of three entries can be submitted per company brand. Only one product, per company brand, can be entered into a product category. Products can only be entered one time.
- The NEWS reserves the right to reassign a product into a more applicable product category if necessary.
- The NEWS reserves the right to determine acceptability of products submitted and decline those deemed inappropriate for the competition.

Judging by HVACR Contractors

All entries will be judged by a panel of independent HVACR contractors selected by the editorial staff of The NEWS. The panel will review each entry and select gold, silver, and bronze winners. The following four criteria are used when judging entries:

- Ease of installation/use
- Maintenance
- Application/repair
- Competitive difference



Start your entry at <http://dda.achrnews.com>

Benefits

Entering your new products into The NEWS' DDA competition will provide tremendous exposure for your products and your company. In addition to identifying yourself as a leader in the HVACR industry, the DDA competition provides repeated exposure.

If your entry is selected as a category winner:

- Your product will receive a special editorial write-up in our July 12 Dealer Design Awards issue.
- Your company will receive a plaque to commemorate your Dealer Design Awards achievement.
- Your winning product will be featured in The NEWS' Dealer Design Microsite with a description and product photo.
- Your company will be awarded use of the 2010 DDA logo (gold, silver, bronze, or HM) for use in all marketing materials.
- Your company will receive 25 extra copies of the special July 12 Dealer Design Awards issue.

Supplemental Materials

Entrants can submit supplemental information to help explain the design, operation, and function of the product. This information can include product brochures, spec sheets, procedure summaries, manuals, etc. All supplemental information should be submitted as pdf or jpeg files.

Product Images

All entries are required to have a high-res photo submitted. A maximum of two product photos can be entered. Each image should be at least 300 dpi (4" x 6" or larger) and saved as a jpeg or tif file. Photos will be used by The NEWS should the entry be chosen a winner.

Submission Deadline

March 22, 2010

ONLINE ENTRY SYSTEM

Makes entering faster, easier, and more convenient!

Our online system is easy-to-use and will save you time! All Dealer Design Award entries must be submitted online. All you have to do is log on, answer a few entry questions, and upload supplemental materials and photos — all with just a few clicks. With the system's simple log-in and out feature, you can come back to your saved entry at a later time when it's more convenient for you. No shipping, no envelopes, and no photo copies required!

To start your entry, please visit: <http://dda.achrnews.com>

The NEWS' Dealer Design Awards Microsite

www.achrnews.com/dealergdesign

Taking electronic coverage to the next level, The NEWS' 2010 Dealer Design Award e-media experience brings an improved digital emphasis to every recognized product. Displayed in a unique and newly designed photo gallery, winning products will be showcased in full color photos with brief descriptions. Videos and a design blog section will be available for winners to show off, explain, demonstrate, and share specific details about their winning product's features and design. Every product featured on this Web page is a winner — and we hope that your company will be there!

Advertising opportunities on this microsite are available for contest winners. Please contact your sales rep for details.



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Important Contest Dates to Remember

Submission Deadline: March 22, 2010

Winners Announced: June 2010

Judging: April-May 2010

Editorial Coverage: July 12, 2010

For more information on the Dealer Design Awards, please contact:

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