

# PRIME AWARDS

## TERMS & CONDITIONS

### 2024

- All submissions should meet the needs of healthcare professionals and their patients by the use of ethical strategies in the marketing and selling of health-related product(s), service(s) or medical device(s). The focus should be on their approved use and promote the Quality Use of Medicines (QUM) and/or bettering health outcomes within Australia.
- The awards recognise programmes of work that were first launched into market between January 2023 and June 2024, with the exception of the Sustained Excellence award.
- Entries close when the portal is closed. No extensions or changes will be allowed once the portal has been closed.
- Each entry submission should not exceed 1,000 words.
- At the time of entry, you will need to supply all of the following:
  1. 100–150 word summary of the entry
  2. A high resolution (minimum 2MB) colour image of your project, team or yourself (dependent on category entered)
  3. An .eps file of your company logo
  4. A list of names and companies of the contributors to a submission (unfortunately we can't attribute job titles).
- If made a finalist, the above information will be used within the 2024 PRIME Awards Program on the night and during the ceremony.
- Winning company and project names will be made publicly available and published through the PRIME communication channels after the award ceremony.
- Winners will be invited to take part in an interview post-event by our media partner.
- Answers to the criteria are confidential to the judges and judges have signed non-disclosure agreements. Any information within an entry deemed confidential by the entrant must be clearly marked as so and should be in the minority of content supplied.
- Submissions can also include up to five relevant supporting materials, which should include creative samples of the work. Material may be supplied as follows:
  1. JPEG or PDF files. Maximum file size is 5MB per piece
  2. Video attachments (.mp4) or video links (YouTube or Vimeo)
  3. Website URLs or active URL of a landing page. Please ensure any applicable usernames and passwords are provided within the entry, if needed to access the website
  4. Word Doc or PDF for references.
- It is the entrant's responsibility to ensure all creative samples are viewable.
- It is the entrant's responsibility to obtain all permissions to have the material entered into the awards and for its possible use in promotion of the awards.
- The decisions of the judges are final and no correspondence will be entered into concerning them.

Should you have any further questions regarding the categories, please e-mail [primeawards@adg.com.au](mailto:primeawards@adg.com.au)

**COST OF ENTRY: \$220 (including GST).**

All entry fees are non-refundable regardless of circumstance, withdrawal or the judges choosing not to short-list.