

# DAME Design Award METS 2010

The DAME (Design Award METS) – the most prestigious design competition for new marine equipment and accessories in the world – celebrates its 20th anniversary in 2010. Over the past two decades, independently appointed judges have scrutinised several thousand pace-setting products in specific marine categories. All products entered must be displayed at METS & SYP (SuperYacht Pavilion) 2010 and entries are put on show in the special DAME presentation in the Elicium. In addition to the overall DAME Winner, awards are made (at the judges' discretion) for best product in each category and special certificates can also be given for 'Most Innovative' and 'Most ECO-Friendly' products.



## JUDGING CRITERIA

- All entries are checked by Amsterdam RAI to ensure they comply with the standard terms & conditions of participation. When approved, entries are passed over to the panel of expert judges.
- The judges are looking for all-round excellence in design. They will evaluate styling, construction, functionality and innovation.
- Ease of use and originality will also be taken into account, along with other factors such as price versus performance.

## JUDGING

- Judges are independent professionals who have expertise in fields such as sailing, marine technology, industrial design and marketing.
- The list of nominated entries is released in the run-up to METS & SYP 2010.
- The overall DAME Winner, Category Winners, Most ECO-Friendly and Most Innovative Product and Special Mentions are announced on the first day of METS & SYP 2010.

## PROMOTION

- Winners of the DAME benefit from spotlight publicity at METS & SYP and in the international media, boosting sales and company profile.
- Many winners claim that the sales and marketing benefits are as valuable as the prestige of the award.
- The trade press await the DAME result on the first day of METS & SYP and it makes headline news in wide-ranging marine publications.

## HOW TO TAKE PART

- The online application form can be found via the Online Exhibitor Portal on [metstrade.com](http://metstrade.com) to be entered with your exhibitor login.
- The application form should be completed before **20 September 2010**.
- It is essential that you explain **WHY** your design is eligible for the DAME and that you give a clear and concise explanation of your product on the application form (maximum 2,000 characters).
- Please also indicate the category in which your product should be considered.
- If you hope to win the 'Most ECO-Friendly and/or Most Innovative Product' certificate, please tell us **WHY** you believe you qualify for this.
- A good, clear digital photo in jpeg format of minimum 300 dpi (see rules) is **ESSENTIAL** for the judges and for publication.
- Products should be available to the jury **no later than 8 October 2010**. It is your responsibility to ensure your product is available on time for the judging process. If your product needs electrical connection, please ensure it is fitted with a plug that fits power standards in the Netherlands.
- The jury prefers products in working condition that are ready to use or products accompanied by simple, clear instructions e.g. by means of a CD-ROM or DVD. Please note that **ALL** parts of the product need to be labelled with your company name and stand number.

MARINE EQUIPMENT TRADE SHOW  
**METS**  
2010  
16-18 | NOV | AMSTERDAM | NL

Incorporating  
**SUPERYACHT PAVILION**

Interest in winning the industry's most celebrated design award is always high. Last year, 125 products were submitted from 108 companies. Of these, 53 were shortlisted.



Guy Pas, vice president of FLIR Commercial Vision Systems with the DAME 2009.

## WINNER DAME 2009

Winning the 2009 DAME Award brought FLIR Systems under the media spotlight. "Being the overall winner of the DAME in 2009 gave a tremendous boost to the FLIR Systems METS participation," confirmed Christiaan Maras, FLIR Systems marketing director Europe/Middle East/Africa. "Not only did we attract a lot more visitors, also the international press easily found its way to our booth. After the show we had a lot of press coverage worldwide in all important maritime magazines. The DAME Award helped us enormously to put our new M-Series thermal imaging camera in the market worldwide."



Bill Dixon, Chairman of the jury.

## WHAT THE JUDGES SAY

Now in its 20th year, the DAME is the leisure marine industry's most respected international prize for product design. Winning the DAME is not just a stand-alone accolade but a prize that boosts your company profile and, in turn, your product sales. If you aren't nominated, you can't win a prize. So, in addition to carefully following all the entry guidelines, your first priority is to promote your product to the judges to ensure you get past the first hurdle. The DAME jury has up to 125 products to assess in a limited time and suggests you bullet point your presentation for efficiency and maximum impact. Take these hints on board:

- Supply a fully finished working model
- Support this with a clear product description
- Remember that graphics, accessories and packaging are also taken into account
- Design your presentation to help the jury quickly grasp your product's purpose and design strengths

Use your preparation time wisely by thinking through the best way of presenting your product to the judges so that they see it at its very best!

## THE DAME CHARITY

All registration fees, payable per product entry for the competition, are donated every year to a designated charity. For 2010, all proceeds will go to the Whisper Boat Building Academy (WBBA) of South Africa, which helps deaf, previously disadvantaged, South African young people acquire learning and skills in composite construction and boat building. WBBA is the only boat building school for people with disabilities. The DAME money will be used to help fund development of a skills programme with learning aids suited to deaf students, and to train teachers and interpreters.



For more information on the Whisper Boat Building Academy visit [www.wbba.co.za](http://www.wbba.co.za)



Last year €18,750 was raised for the African Medical & Research Foundation (AMREF) Flying Doctors and used in the creation of accessible water supplies and sanitary facilities in Mtwara, Tanzania.

### Apply for DAME 2010:

Complete the online application form via [metstrade.com](http://metstrade.com) (it's obligatory to include a clear digital photo of minimum 300 dpi)

### The product(s) must be addressed to:

A.J. van Deudekom B.V.  
DAME 2010 / name of participant / hall & stand no.  
Industrieweg 35  
1115 AD DUIVENDRECHT  
The Netherlands

### Important deadlines:

20 September 2010: Application form(s) in the possession of the DAME organisers  
8 October 2010: All products available for judgement  
16 November 2010: Announcement Winner DAME 2010

### For more information please contact:

METS Project Team  
T +31 (0) 20 549 1212  
F +31 (0) 20 549 1889  
E [dame@rai.nl](mailto:dame@rai.nl)

## STANDARD TERMS & CONDITIONS OF PARTICIPATION IN THE DAME COMPETITION (1/2)

### PARTICIPATION

1. Participation in the competition is open to manufacturers and authorized suppliers who are registered as exhibitors or co-exhibitors at METS & SYP 2010. A registration fee of € 150.00 (excluding VAT) will be charged per product entry. This fee is non-refundable and will be donated to our designated charity. You will receive an invoice for the amount due, in September 2010, which need to be paid before the start of METS & SYP 2010.
2. To register, complete and submit the online registration form by 20 September 2010. If your product is accepted for inclusion in the competition, you will be notified by Amsterdam RAI.  
  
Accepted product(s) should be available to the jury no later than 8 October 2010. Products should be accompanied by simple, short and clear (step by step) instructions e.g. by means of CD-ROM or DVD. The jury prefers products in working condition that are ready to use (plug & play). Please note that ALL parts of the product need to be labelled with your company name and stand number.  
  
The participant is responsible for all transport, storage and insurance. The costs for these shall be borne by the participant.
3. To submit your design, forward your application form along with:
  - (a) a clear and concise explanation of the product detailed on the application form (max 2,000 characters);
  - (b) a precise statement outlining why your product should be eligible for the DAME Award;
  - (c) a good, clear digital photo of the product in JPEG format of minimum 300 dpi.  
If you satisfy the Standard Terms & Conditions of Participation, you will receive a written request for the submission of the product itself.
4. The contest is only open to:
  - (a) products that have been available on the market since 1 September 2009 or will be launched before 18 November 2010 and have not been entered previously in the DAME competition.
  - (b) products that are unique and that have been developed and designed by or on behalf of the participant (copies are prohibited).
5. Every entry that does not conform to the submission procedure described above will not be eligible for consideration by the jury.
6. The jury may re-allocate an entry to a different category if it finds it inappropriately placed.
7. If your product has not been nominated, Amsterdam RAI will return it to your stand on 15 November between 12.00 – 17.00 hrs. Nominated products can be collected from the DAME presentation on the exhibition floor on 18 November between 17.00 – 18.00 hrs. Any costs for transport or storage will be charged to the exhibitor. You will receive an invoice for the amount due by the end of September 2010, which need to be paid before the start of METS & SYP 2010.
8. Although the METS organisers will safeguard products submitted for the DAME, the organisers are not responsible for damage, theft or other risks to products from the time of their arrival at METS' freight forwarder Deudekom to the time you collect them.
9. Only products which are to be exhibited on exhibitors' stands at METS & SYP 2010 can participate in the contest.
10. No METS personnel or persons involved in the judging or administration of the competition may take part in the competition.

### JUDGING AND PRESENTATION OF THE AWARD

11. The award is judged by an international panel of experts according to the specified criteria:
  - Mr B. Dixon, Dixon Yacht Design, United Kingdom, chairman of the DAME jury
  - Mr G. den Boef, Marine Industry Consultant, The Netherlands, secretary of the DAME jury
  - Ms M. Bos-De Vaal, Art-Line Interiors B.V., The Netherlands
  - Mr T. Conradi, judel/vrolijk & co engineering GmbH, President DBSV, Germany
  - Mr J.J. Jacobs, Professor Design, TU Delft (University of Technology), The Netherlands
  - Mr A. Frabetti, Ferretti – Advanced Yacht Technology Centre, Italy
  - Mr T. P. T. Donkin, retired ICOMIA secretary general, United Kingdom
  - Mr R. Marshall, yacht designer and author, USA
  - Mr J. Jakopin, J&J Design/Seaway, Slovenia



Around the DAME Winner 2009, the M-Series thermal imaging camera of FLIR Systems, the jury from left to right: G. den Boef, A. Fabretti, R. Marshall, M. Bos-De Vaal, T. Conradi, J. Jakopin, B. Dixon, T. Donkin, G. Bruens (TU Delft representative in absence of J. Jacobs).

## STANDARD TERMS & CONDITIONS OF PARTICIPATION IN THE DAME COMPETITION (2/2)

12. The following criteria will be central to the final judgement:
    - (a) **Design** – the degree to which the overall styling, construction, functionality (capability of the product in relation to its intended use) and use of materials are seen as equally balanced features of the entry. Design should also be in keeping with the proposed use and environment of the product.
    - (b) **Originality** – the degree to which the product's design and/or function appears to the average consumer to differ in nature and conception from those products already familiar to him/her.
    - (c) **Use and ease of human operation** – the degree to which the use of the product is friendly and safe.
    - (d) **Other considerations** – such as the rating of price to performance will also be taken into account.
  13. The categories of marine equipment for competition entry are as follows:
    1. Marine electronics
    2. Interior equipment, furnishings, materials and electrical fittings used in cabins
    3. Marina equipment, boatyard equipment and boat construction tools and materials
    4. Deck equipment, sails and rigging
    5. Clothing and crew accessories
    6. Life saving and safety equipment
    7. Machinery, propulsion, mechanical and electrical systems and fittings
    8. Marine related software
  14. The jury will reach its decision in October 2010. If you are nominated, you will be informed by the end of October by e-mail.
  15. The following prizes are offered:
    - First prize: the DAME Award
    - Certificates for 'Category Winners'
    - Certificates for 'Special Mentions'
    - Certificate for 'Most ECO-Friendly Product'
    - Certificate for 'Most Innovative Product'Nominated entrants do not receive certificates but the product is included in the DAME presentation at METS & SYP 2010 and listed in the Jury Report.
  16. If the jury does not consider any of the designs submitted to be of sufficient quality, it will decline to award a prize. The decision of the jury is final. There will be no opportunity to question the judgement of the panel and no correspondence will be entered into.
  17. If a winning design is submitted by the manufacturer as well as by its distributor or dealer, the manufacturer will receive the prize. The Jury Report will, however, mention the distributor or dealer as well as the manufacturer.
  18. The presentation procedure is as follows:
    - (a) The prize is awarded on Tuesday 16 November 2010 in the award ceremony subsequent to the Breakfast Briefing in the Forum of Amsterdam RAI. All nominees are expected to be present;
    - (b) The decision of the jury will be kept secret until the time of the award ceremony;
    - (c) The Jury Report will be published and made available to the press, METS exhibitors and visitors after the Award Ceremony.
- GENERAL**
19. No transfer of intellectual property rights or copyright is inferred by entry in the DAME awards. The organiser respects all rights vested in original designs. Amsterdam RAI does not take position in any intellectual property or copyright dispute.
  20. Entries nominated for the final judgement will be exhibited during METS & SYP 2010 from 16-18 November at the Amsterdam RAI Convention Centre. Contestants are considered, by virtue of their participation in the competition, as having granted permission for the entries to be exhibited and their details to be published. They also grant permission for circulation of entry photographs and product descriptions for the purposes of publication in RAI and third party media.
  21. Contestants recognise, by virtue of their participation, the rules of the contest and agree to observe these rules unconditionally and to consider the decision of the jury as final.

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