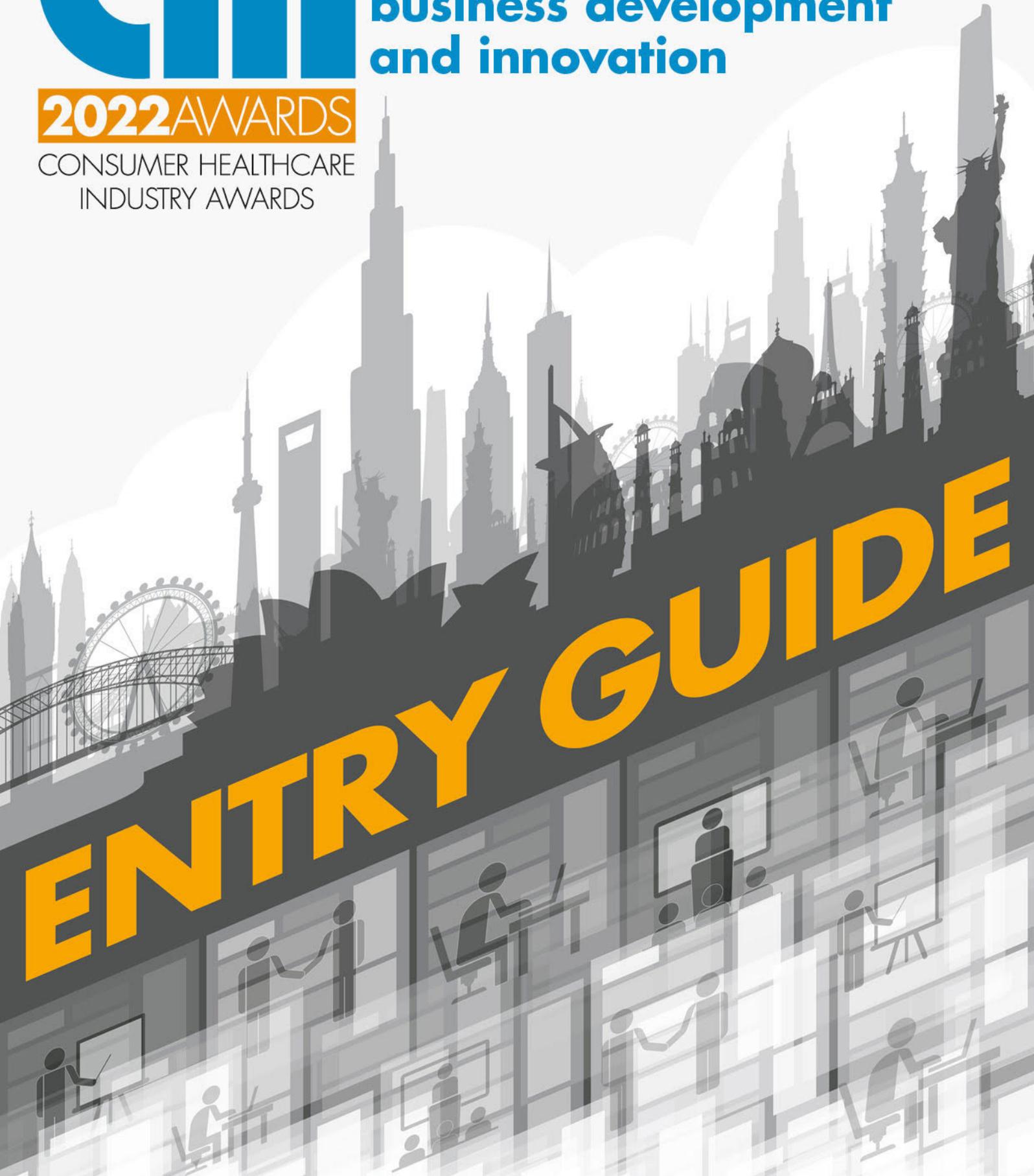




The best in
business development
and innovation

2022 AWARDS

CONSUMER HEALTHCARE
INDUSTRY AWARDS



ENTRY GUIDE

OTC Toolbox
The Essential Business Development Resource

Winners of the **OTC Toolbox** Consumer Healthcare Industry (CHI) Awards will be announced during the **OTC Toolbox** 2022 Consumer Healthcare BD&I Event from 21-25 February 2022



CHi Business Development and Innovation Awards 2022 Entry Guide



About the Awards

Six OTCToolbox Consumer Healthcare Industry (CHi) Awards – rewarding the best in business development and innovation (BD&I) around the world – will be presented to coincide with the OTCToolbox 2022 Consumer Healthcare BD&I Event on 21-25 February 2022.

Dates for the diary

Awards Entry Deadline: Friday 10 December 2021

Award Finalists Announced: Early February 2022

Awards Ceremony: Thursday 24 February 2022

Awards categories

Transaction of the Year

Business Development Team of the Year

Innovation of the Year

Regulatory Achievement of the Year

Self-Care Initiative of the Year

Sustainability Project of the Year

Entry fee

There is no charge to enter any of the Awards.

How to enter

To enter your business development and innovation initiatives for the CHi Awards, send an email to Deborah Wilkes, editor & publisher of OTCToolbox, at Deborah.wilkes@otctoolbox.com. The email should include a short description – maximum 1,000 words – of why your initiative deserves to win the selected CHi Award.

CHi Business Development and Innovation Awards 2022 Entry Guide



Why you should enter

This is a unique opportunity to be recognised for your hard work, at an expert industry event, attended by your peers and industry professionals.

These are the only Awards focused exclusively on business development and innovation within the consumer healthcare/OTC industry.

You can't put a price on credibility – winning one of these esteemed Awards is a form of industry endorsement that you can't buy.

Size doesn't matter – these Awards are open to any company, team or individual who has delivered over the past 12 months.

Doesn't cost you anything – the Awards are free to enter and offer you the kind of industry recognition that doesn't come from anywhere else.

Who can enter?

The CHi Awards are open to consumer healthcare/OTC companies around the world. There is no entry fee. They will be judged by a panel of business development and innovation experts. The Regulatory Achievement of the Year and Self-Care Initiative of the Year Awards are also open to industry associations and other organisations.

The CHi Awards cover a broad range of consumer healthcare/OTC products including non-prescription medicines; vitamins, minerals and supplements (VMS); self-care medical devices; skin health products; and other OTC/consumer healthcare products.

The judging process

The judging panel is made up of industry experts, consultants and thought leaders.

Our judges draw on their experience and knowledge of business development and innovation to rank the entries, and then submit their rankings to the OTCToolbox Executive Team. Results from all of the judges are then combined to determine the finalists and winners.

CHi Business Development and Innovation Awards 2022 Entry Guide



How to attend

The CHi Business Development and Innovation Awards form part of the distinguished OTCToolbox 2022 Consumer Healthcare BD&I Event on 21-25 February 2022. The conference programme will keep you up to date with the latest industry developments and trends, while an online partnering and video system will allow you to connect with potential business partners around the world.

Due to the ongoing COVID-19 crisis, the 2022 event will be virtual. An online partnering and video system will allow you to connect with potential business partners around the world, while the conference will give you a deep understanding of the complex and changing business environment.

Early Booking Rate for all bookings before 20 December 2021

Early Booking Rate - £445 + VAT

Early Booking Rate (OTCToolbox Annual Subscription Holders) - £395 + VAT

Standard Booking Rate for all bookings after 20 December 2021

Standard Booking Rate - £495 + VAT

Standard Booking Rate (OTCToolbox Annual Subscription Holders) - £445 + VAT

To book your place to attend the Conference, Networking and Awards, please visit:

www.otctoolbox.com/events/otc/the-otctoolbox-2022-consumer-healthcare-bdi-event

Sponsorship

Sponsoring the OTCToolbox 2022 Consumer Healthcare BD&I Event offers you a unique opportunity to connect with industry colleagues and experts, presenting your company as key industry player, thought leader and innovator.

OTCToolbox has created a range of diverse and effective sponsorship packages, offering a multitude of promotional opportunities, helping to get your brand and company in front of your target audience.

To find out more please contact Natalie Cornwell:

natalie.cornwell@OTCToolbox.com

Or call: +44 7376 935 865

Category criteria

Transaction of the Year

This CHi Award will go to a single deal announced and/or completed in 2021 that has the power to transform a company's consumer healthcare presence. The deal could be an acquisition, merger, licensing agreement, joint venture or strategic alliance. Your entry should include the name of the deal, detail the objectives of the deal, and explain how the deal will achieve those objectives.

Business Development Team of the Year

This CHi Award will go to a business development team that announced and/or completed one or more deals in 2021 that have the power to transform the consumer healthcare presence of the team's company. Deals could include acquisitions, mergers, licensing agreements, joint ventures and/or strategic alliances. Your entry should include the name of the team, detail the team's objectives, and explain how the deal/deals will achieve those objectives.

Innovation of the Year

This CHi Award will go to an outstanding consumer healthcare product innovation in 2021. Examples of product innovations that will be considered for this Award include a new brand, a line extension to an existing brand, a switch of a medicine from prescription to non-prescription status, a packaging innovation or a drug delivery innovation. Your entry should include the name of the product, and detail how the product is innovative, particularly in relation to existing products on the market. Please include a photograph of the product innovation.

Regulatory Achievement of the Year

This CHi Award will go to an outstanding regulatory achievement in the consumer healthcare/OTC industry anywhere in the world during 2021. The achievement should have been by a consumer healthcare/OTC company or an industry association. Examples of regulatory achievements include switching medicines from prescription-to-non-prescription status, new product claims, and changes to legislation. Your entry should list the regulatory achievement and the name of the organisation behind the achievement, as well as giving details of the achievement including the goals, format and the impact. Please include photographs and/or videos where appropriate.

Self-Care Initiative of the Year

This CHi Award will go to an outstanding initiative anywhere in the world that encourages/promotes self-care during 2021. The initiative can have been organised by a consumer healthcare/OTC company, industry association or other organisation. Your entry should list the name of the initiative and the name of the organiser, and should give details of the initiative including the goals, format and results. Please include photographs and videos where appropriate.

CHi Business Development and Innovation Awards 2022 Entry Guide



Sustainability Project of the Year

This CHi Award will go to an outstanding sustainability project in the consumer healthcare/OTC industry anywhere in the world during 2021. Examples of sustainability projects include packaging developments, recycling programmes, ingredient changes, ingredient transparency, drug delivery changes, energy management and waste reduction. Your entry should list the name of the project and the name of the organiser, and should give details of the project including the goals, format and results. Please include photographs and videos where appropriate.

Creating your entry

Unlike many other Awards we don't have an entry form for you to complete, we offer you the flexibility to present your entry in the best format for you, displaying your talents and achievements in the way you think will impress the judges most.

To enter your business development and innovation initiatives for the CHi Awards, send an email to Deborah Wilkes, editor & publisher of **OTCToolbox**, by clicking [here](#). The email should include a short description – maximum 1,000 words – of why your initiative deserves to win the selected CHi Award.

Please include photographs and videos where appropriate.

Contact us

Should you have any questions or queries about the **OTCToolbox 2022 Consumer Healthcare BD&I Event** or CHi Awards, please contact us:

Deborah Wilkes
Founder and Editor & Publisher
OTCToolbox
deborah.wilkes@otctoolbox.com
+44 121 314 8757

The Consumer Healthcare Industry (CHi) Awards are organised by OTCToolbox, which is part of Source Publishing Limited, 54 Creynolds Lane, Cheswick Green, Solihull B90 4ER, United Kingdom. Registered in England No 6839664. Telephone: +44 121 314 8757. Email: enquiries@otctoolbox.com.