Baby & Pre-School Awards Entry Form

The UKMums.TV Baby & Pre-School Awards are designed to give new parents (and gift buyers) a clear insight into what products on the market are favoured by their peers. Organised and published by the leading parental website, UKMums.TV, our Baby and Pre-School Awards are separated into nine categories, as outlined below.

Why enter?

Word of mouth and peer to peer recommendation is essential in today's world. Our category winners and runners up will benefit greatly from this. All results will be published on UKMums.TV for 30 days from Tuesday 2 June 2021. Each main category will have its own dedicated page with a newsletter and concentrated social media push. We can guarantee that each day over 125,000 page impressions will be gained for the category, plus many more times over the awards announcement month.

Every winning product will have a click-to-buy link and a bespoke UKMums.TV Awards logo for Gold, Silver and Bronze winners FREE of charge, with no licensing fees.

The judging process

Depending on the category, judging will take place in one of two ways. The first way will be individual testing by the team here at UKMums.TV, and for the second way, entries will be distributed to our testers who will submit their thoughts via a virtual testing panel.

Each category will have a gold award winner, a silver award winner, and a bronze winner. Stand-out items will be recognised within each category. If we have a particularly high volume of entries, we will compartmentalise the most popular categories, ensuring that the best products receive the recognition that they deserve.

Product Information

Product Name:

Company Name:

Company Address:

Email:

Suggested Retail Price:

Website for Retail Sales:

Please complete a separate form for each submitted product and send to the address below with the following:

- Two non-returnable samples of the product submitted. For larger pieces of equipment, one sample will be sufficient if hygiene is not an issue.

- A colour print-out, photograph or catalogue page of your entered product.

- A cheque made payable to UKMums.TV for £90 (£75 plus VAT) or payment via BACS (Sort Code 40-51-62, Account No. 21744384).

All entries need to be received no later than 16 April 2021.

All closing dates are flexible, so if you are having difficulty in meeting them, then please contact: Georgie or Ellie at UKMums.TV on 01327 277010 or email georgie@ukmums.tv

Please note: on receipt of your cheque, an invoice will be sent to you by return.

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About the Entry:

Categories (Please select the ONE category where your submitted product fits best):

- ☐ **Best Maternity Products**
  Best Maternity Clothing Products; Best Maternity Bras; Best Maternity Support Belts; Best Maternity Skincare Products; Best Maternity Healthcare Products; Best Maternity Sleeping Products; Best Maternity Services
- ☐ **Best Feeding Products**
  Best Breast Pumps; Best Breastfeeding Product; Best Bottle-Feeding Products; Best Sterilising Products; Best Formula Products; Best Weaning Products; Best Baby Food Brands; Best Toddler Food Brands; Best Toddler Feeding Products; Best Highchairs
- ☐ **Best Baby On-the-Go Products**
  Best Baby Carriers & Slings; Best Changing Bags; Best Pushchairs & Prams; Best Car Seats; Best Travel Essentials
- ☐ **Best Sleep & Soothing Products**
  Best Bedside Cribs; Best Portable Sleepers; Best Baby Bouncers, Rockers & Swings; Best Early Years Bedding Products; Best Baby Monitors; Best Soothers & Dummies; Best Mobiles; Best Night Lights; Best Sleep Aids
- ☐ **Best Early Years Health & Care Essentials**
  Best Bathing & Skincare Products/Accessories; Best Grooming & Healthcare Products; Best Teething Products & Remedies; Best Home Safety Products; Best Disposable Nappy Ranges; Best Changing Station Essentials; Best Changing Mats; Best Nappy Pants & Potty-Training Products; Best Swim & Sun Products
- ☐ **Best Furniture & Decorations**
  Best Nursery Furniture Ranges/Products; Best Decorative Products for the Nursery; Other nursery must-haves
- ☐ **Best Apparel Products**
  Best Baby Apparel Items/Ranges; Best Children's Apparel Items/Ranges; Best Baby Winter Warmers; Best Baby Sleepsuits; Best Dress-Up Items/Ranges
- ☐ **Best Early Years Toy & Entertainment Products**
  Best Story Books; Best Multimedia Entertainment Product; Best Play Mats; Best Baby, Pre-School & Bath Time Toys
- ☐ **Best Early Years Eco Products**
  Best Babywear; Best Bathing Products & Accessories; Best Changing Products; Best Feeding Products; Best Natural Skincare Products; Best Sleep Time Products; Best On-the-Go Products; Best Sustainable & Eco-Friendly Baby/Pre-School Toys, Best Comforters; Best Swim & Sun

Brief product description including value for money (maximum 75 words)