



2012 PGA Merchandising Show Inventor Spotlight Awards The United Inventors Association Of America

UJA Inventor SPOTLIGHT Sponsored By:



2012 PGA Merchandise Show

Award Categories and Criteria



Best New Overall Product

The product presents comprehensive development in Functional Design, Manufacturing Efficiencies, Communicating Value & Distribution Path

Best Market Research

The product presents a well researched understanding of The Market and level of Market Share, while demonstrating an understanding of the importance of market research

Best Product Concept

The product concept presents a clear understanding of the consumer need, and a well designed path to market.

UIA Inventor SPOTLIGHT Sponsored By:



2012 PGA Merchandise Show

The Judges

and Times



Inventor Spotlight awards judging is 10 AM Jan 26th 2012



Head Judge

Russ Williams

CEO, Invention Home

Russ is the Co-founder of InventionHome and MatchProduct.com. Russ brings 20+ years of experience as an inventor & entrepreneur to the table. Formerly a Senior Marketing Director at AT&T Wireless, Russ managed 4 million customers and \$2.2B in sales. He has BA in Finance from West Virginia University & MA in Management from Carnegie Mellon. Russ makes his home in Western PA.



Jeff Badovick

CEO, Auramist. Inc

Jeffrey Badovick is an international business executive and consultant, providing leadership to companies that commercialize products and technologies in the global market. Mr. Badovick is chief executive of AURAMIST, Inc., a global consumer products company and of ZYXOGEN, LLC, an international broker/licensor of patented technologies in the field of microfluidics



Scott Hynd

President, Proformance Marketing Group

Scott is the President and Co-Founder of Proformance Marketing Group (PMG), a Philadelphia-based marketing firm that specializes in Direct Response Television and product promotion. Scott appears regularly as a product expert on both QVC and in infomercials



Bill Feaster

CEO, Sellion Inc.

Bill has 25 years of sales & marketing management experience, having spent his career with leading Fortune companies including Revlon and Unilever, and with start-up companies including Drypers Inc and Blaine Labs. Sellion Inc., the brainchild of Bill, was created to assist inventors, inventing physicians and emerging consumer product companies to help fully commercialize their products & ideas.

UJA Inventor SPOTLIGHT Sponsored By:



2012 PGA Merchandise Show