We would like to welcome the students of Virginia Tech to the 2012 Naef Toy Design Competition. This will be the third hosted competition at Virginia Tech. We are happy to take part in this joint effort with the University. We look forward to all of this year’s new and exciting entries.

**Official release date:** January 18th 12:00PM

**Submission date:** March 20th 12:00PM (no entries accepted after this time) Each item submitted will be given a submission number associated with their entry. Students from the WAAC must have submissions sent to the Blacksburg College of Architecture and Urban Studies department by the above deadline and clearly labeled as a toy design competition entry.

**Jury:** 3 Virginia Tech faculty (To be determined) and representatives from Naef Spiele AG Switzerland and Naef USA Inc.

**Selection:** Faculty and representatives from Naef will make top ten selections the morning of March 21st.

At 3:00PM on March 21st the top 10 entries will be recognized and the top 3 of those entries will receive competition prizes.

**Submission Criteria:**

- All items / toys should meet U.S. safety standards. See U.S. Safety standards (CPSC) link. [http://www.cpsc.gov/cgi-bin/regs.aspx](http://www.cpsc.gov/cgi-bin/regs.aspx)
- Suitable for ages 0-99 (Baby toys are acceptable)
- No furniture, lamps, household items, etc.
- Made of wood (but not restricted to)
- Construct your prototype with the best quality craft possible. Pay special attention to the objects weight, texture, sound, color, finish, material, how it would be packaged, how it will be opened, how it would be constructed
- Students may work in teams. Competition is open to current enrolled Virginia Tech students only. WAAC students may enter.
- Maximum of three submissions by any one individual or team.
- Be familiar with our products so you do not repeat any designs that are already carried by Naef ([www.naefspiele.ch](http://www.naefspiele.ch))
- We strongly suggest researching your entry prior to submission to ensure that it was not already produced by Naef or any other toy design manufacturer.
- Students may visit NaefUSA Winchester office to view products and packaging.

Please contact iveryan@naefusa.com prior to visit.
Prizes: 1st 1500 USD, 2nd 1000 USD, 3rd 500 USD

* 5% Royalties are given to those individuals whose design object is chosen for production. Winning entries may not be producible or suitable for all international markets after further research is conducted. Naef reserves the right to produce or not produce any entry into the competition. Production and manufacturing of an entry is not guaranteed for any item. Winners will be selected to sign a sales and property rights contract with Naef Spiele AG of Switzerland so that Naef can legally conduct further investigation of the producibility of the product. If you have any questions regarding these parameters please contact jryan@naefusa.com.

All entries must have a completed entry form so that we can contact you:

Name, professor, current year of study, name of submission, address, e-mail address phone number and submission entry number.

All competitors must submit:

- The provided entry form (see above criteria)
- Game or design object (not to exceed): 30cm x 25cm x 15cm
  *Best quality construction*
- Competition Boards: 45 cm x 45 cm x 1mm (should have dimensioned drawling in metric units as well as design concept and construction information)

Please look thoroughly through our website, online sources, magazine publications, other manufacture’s websites and our book “Der Spielzeug Macher” to make sure that your idea has not already been previously produced or that something similar does not already exist.

Please e-mail (jryan@naefusa.com) for any questions about safety, quality, competition requirements, etc. When in doubt, send an e-mail.

Thank you for entering and good luck.