

CTA® Foundation 2025-2026 Innovation Challenge: Official Rules

“CTA FOUNDATION 2025-2026 INNOVATION CHALLENGE” (“CHALLENGE”) IS A CONTEST OPEN ONLY TO QUALIFIED COMPANIES. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. VOID WHERE PROHIBITED. THESE OFFICIAL RULES (THE “CHALLENGE RULES”) SUMMARIZE THE REQUIREMENTS AND RULES OF THE CONTEST. THE CHALLENGE RULES ARE BINDING ON ENTRANTS.

1. **Challenge Dates and Timelines:** The Challenge will have two (2) rounds: Round One – online submission forms; and Round Two – presentation finalists. Final presentations will take place onsite at CES® 2026 in Las Vegas, Nevada on January 5, 2026 (“Challenge Event”).
 - a. **Round One Entry Period:** The entry period for Round One begins 12:01 AM EST (Eastern Standard Time) September 15, 2025 and ends 11:59 PM EST November 6, 2025. Judges will pick the top four (4) – six (6) finalists to compete in Round Two.
 - b. **Round Two Timeline:** One (1) winner will be selected by the Expert Judges on January 5, 2026 and the winners will be announced on the same day by 9:00 PM PST.
2. **Challenge Operator:** Consumer Technology Association® Foundation, 1919 S. Eads St., Arlington, VA 22202 (“CTAF” or “CTA Foundation”).
3. **Prize Provider:** CTA Foundation.
4. **Eligibility:** The Challenge is only open to companies meeting the company criteria listed in Section 6 below. Persons entering must, as of date of entry, be at least 18 years of age or older (19 years of age or older in Alabama and Nebraska) and be a resident of one of the 50 United States, the District of Columbia, or Canada, excluding Quebec. Employees, contractors, and directors, of CTAF, CTA, and Established, their subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Challenge, and members of the immediate families (defined for these purposes as parents, children, siblings, domestic partner and spouse) or households (whether related or not) of any of the above are NOT eligible to participate. This Challenge is void where prohibited or restricted by law.
5. **How to Enter Round One:** Challenge participants must submit their company for consideration via the online form found at <https://www.cta.tech/cta-foundation/digital-health-for-all-innovation-challenge/> during the Round One Entry Period. Only one (1) entry form may be filled out per product. Entrants must confirm that their company meets the eligibility and entry requirements, and that representative(s) would be available to participate in the event on January 5, 2026 if selected as a finalist for Round Two. Submissions entered for consideration will be notified of approval within 5 business days of submission. Entrants will then have access to review focus group and survey data and must submit an online recorded pitch for their product by November 6, 2025. Pitch submissions will be reviewed by a judging panel that will select finalists for Round Two. The judging panel will consist of representatives from CTA Foundation. CTA members, tech industry members/investors, and subject matter experts.
- 6.
7. **Entry Requirements:**
 - *Company Criteria* - Entrant company must:
 - a. Have a healthcare consumer technology product or idea that could benefit individuals with developmental disabilities.
 - *Round One Submission Criteria (Submission)*
 - a. *Pitch Slide Deck:* Entrants must provide a pitch slide deck not more than 20 slides.
 - b. *Pitch Video Running Time:* Entrants must provide a pitch video of their disability healthcare solution no more than five (5) minutes in length.
 - c. Pitch Video and Slide deck must be in English
 - *Round Two Finalist Presentation Criteria (Presentation)*
 - a. Must be able to participate in the event on January 5, 2026.
 - b. Each finalist company will participate in a roundtable session with judges, community members, and advocates, followed by a brief period to refine their pitch. Then finalists will receive seven (7) minutes to present their company’s product with a seven (7)-minute question and answer segment from the expert panel.
 - c. Pitch video and slide deck may be used, provided the entire presentation remains within the seven minute timeframe.

d. Presentation must be in English.

- **Copyright:** All materials submitted during Round One Submission and materials used in Round Two Presentation must be of your own original work and property and may not contain any commercial copyrighted images. By entering the Challenge, you represent and warrant the following: (a) your Submission and Presentation are your original work and that you own all rights, including copyright rights, in your submission and have the right to grant CTAF permission to use the submission content in accordance with Section 10; (b) Your Submission and Presentation do not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (c) Your Submission and Presentation do not contain any defamatory, libelous, indecent, illegal, racist, sexist, ageist, ableist or obscene material; (d) all submitted materials are in keeping with the mission and goals of the CTA Foundation; and (e) you have obtained permission from each person whose name, image, or likeness (collectively, "Likeness") is included in your Submission and Presentation, such person(s) have granted you all necessary rights to use their Likeness as described in these Challenge Rules, and you can make written copies of such permissions available to CTA Foundation upon request. If the Likeness of a minor is included in your Submission or Presentation, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness.

8. **Round One Finalists Selection and Notification:** The judging panel will select four (4) to six (6) finalists to compete in Round Two from eligible Round One submissions, dependent on the number of eligible entries received. Round One submissions will be judged based on the following criteria:

- Meeting Entry Requirements outlined in these Challenge Rules;
- The product's level of benefit to people with disabilities and applicability to the consumer technology space;
- Involvement of individuals with developmental disabilities in the process of creating your solution;
- Engineering qualities; and
- Aesthetic and design qualities.

Designation as a finalist is subject to proof of compliance with Challenge Rules, maintaining compliance with these Challenge Rules, and approval by CTA Foundation. Finalists moving on to Round Two will be notified via email by December 10, 2025.

Press Release: CTA Foundation will promote this Challenge on social media and have the right to mention finalists as part of the Challenge. CTA Foundation will also create a press release on the Challenge including the Challenge winner. If selected as a winner, you agree to be publicized in this press release.

9. **Round Two Winner Selection:** Finalists will present their products during the Challenge Event on January 5, 2026. "Judges" will be 3-4 individuals having knowledge of the tech industry (which could include for example: CTAF trustees, CTA members, tech industry members/investors, and subject matter experts). Judges will vote for one (1) winner. Judges will vote based on four qualifications: 1) The product's applicability to the consumer technology space and benefit to individuals with developmental disabilities; 2) Involvement of individuals with developmental disabilities in the process of creating your solution; 3) Engineering qualities; and 4) Aesthetic and design qualities. Winners will be announced the same day at the Challenge Event. Any ties in the Judge vote will be resolved by a vote amongst the Judges and representatives of the CTA Foundation using the Round Two criteria. Designation as a prize winner is subject to proof of compliance with Challenge Rules, maintaining compliance with these Challenge Rules, and approval by CTA Foundation. As a condition of winning the prize, winners will be required to supply contact information including, but not limited to name, address, phone number and email address. Personal information will be used solely to distribute prizes and will not be used for marketing purposes. Prizes not won and claimed by an eligible winner in accordance with these Challenge Rules will not be awarded and will remain the property of CTA Foundation. For a list of the winners (available after January 19, 2025), send your request with a self-addressed stamped envelope to CTA Foundation, 1919 S. Eads Street, Arlington, VA 22202.

10. Prizes:

- a. **Grand Prize:** One (1) Winner from Round Two, selected by the judges, will receive a cash prize between \$10,000-\$25,000, recognition at and following CES 2026, and opportunities to meet with industry leaders on the CTA Foundation Board.
 - 1) The base cash prize will be \$10,000. CTA Foundation reserves the right to increase the cash prize if another company sponsors the Program award.
- b. **Runner Up Prize:** One (1) company will be selected as runner-up from Round Two, by the judges, and will receive a cash prize between \$5,000-\$15,000, recognition at and following CES 2026, and opportunities to meet with industry leaders on CTA Foundation board.

- 1) The base runner-up cash prize will be \$5,000. CTA Foundation reserves the right to increase the cash prize if another company sponsors the Program award.

Total maximum ARV of all prizes: \$15,000, unless an award sponsor is secured, then the total maximum ARV of all prizes is \$40,000. Prizes are not transferable. No cash redemptions and no substitutions will be granted, except that CTA Foundation reserves the right to substitute a prize of equal or greater value. Prizes will be awarded provided they are properly claimed in accordance with these Challenge Rules and a sufficient number of eligible entries are received. If a prize winner is 18 but deemed a minor in his/her state of residence, the prize will be awarded on behalf of the minor to his/her parent or legal guardian, who must comply with the prize claim requirements.

- 11. Rights Granted to CTA Foundation:** By entering the Challenge, you agree and irrevocably grant to the CTA Foundation, CTA and their affiliates and their respective assigns, agents and licensees (collectively, the "Operating Parties"), the unconditional, royalty-free right and license to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, edit, exhibit, create derivative works and otherwise use or reuse your video post, throughout the world, in perpetuity, in any media, including, without limitation, the Internet. CTA Foundation reserves the right to record the Presentations in Round Two. You consent to CTA Foundation's use of this footage in connection with the promotion and publicity of this Challenge and any future Innovation Challenges at CTA Foundation's sole discretion.

Except where prohibited, by entering the Challenge you also irrevocably agree that the CTA Parties may use your name, likeness, voice, video and any statements regarding your participation in the Challenge (collectively, "Your Likeness") throughout the world, in perpetuity, in any media, without limitation or compensation to you. By entering the Challenge, you permanently waive all intellectual property rights, privacy/publicity rights and other legal or moral rights that might preclude the use of Your Likeness, and you agree not to sue or assert any claim against the CTA Parties relating to their use of Your Likeness. Each entrant selected as a Challenge Winner grants CTA permission, without compensation or prior approval, to use its name, detailed description, website and photograph/Likeness in promoting this or similar award programs in the future. CTA Foundation has the right to use your Likeness solely for publicizing the Challenge and you waive your right to review or approve any public releases. CTA Foundation may do a press release including information on the Challenge and the Challenge winner. If you do not agree to be publicized in this press release, you are not eligible to participate.

- 12. Privacy Statement:** CTA Foundation adheres to applicable data privacy and security laws. CTA Foundation will collect information for the purpose of registering companies for this Challenge. In order to process entries, this information is required. If you choose not to supply the information, you will not be eligible to enter this Challenge. By submitting information in the entry process, you consent to your personal information being processed and used for the specific purposes set forth below:
 - a. Data Administrator: Consumer Technology Association Foundation, 1919 S. Eads Street, Arlington, Virginia, USA 22202.
 - b. Information collected during registration includes: name, business job title, company, address, corporate website, and email address.
 - c. The Data Administrator will retain submission forms from Round One, stored on Formstack, until August 30, 2026 and then will be deleted from Formstack. The Data Administrator may retain Round One submission forms for archival purposes for up to three (3) years and after that only store the company name and award status. CTA Foundation reserves the right to retain Round Two finalists' Submissions and Presentations indefinitely for archival purposes.
 - d. Information collected during Submission will be used for the following: to verify consumer technology industry affiliation and to send transactional emails directly related to Pitch Event Challenge.
 - e. The data will be shared with CTA in working with CTA Foundation to select finalists.
 - f. Personal information collected will be protected under the rules and laws of the United States of America.
 - g. If you need to correct information, obtain a copy of the information, request deletion of the information you have submitted, or submit a complaint, please send a request to sewell@CTAFoundation.tech. Note that if you request deletion of submitted information, you may be ineligible for this Challenge as we require certain information to process and retain registration.
 - h. Please familiarize yourself with CTA's full [Privacy Policy](#).
 - i. Press may be present at the Pitch Event. CTA Foundation makes no representations or warranties with respect to press. CTA Foundation is not responsible for any press coverage of Challenge participants..
- 13. Additional Information:** By entering, you agree to abide by these Challenge Rules and the decisions of CTA Foundation, which shall be final in all matters relating to the Challenge. Entrants agree to waive any right to claim ambiguity or error in these Challenge Rules.

- a. The CTA Foundation and its clients, officers, directors, affiliates, agents and employees ("CTA Foundation Parties") are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed presentations; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) any condition caused by events beyond the control of the CTA Foundation which may cause the Challenge to be disrupted or corrupted; (4) any losses or damages caused by participation in the Challenge or acceptance or use of the prize; or (5) any printing or typographical errors in any materials associated with the Challenge.
- b. CTA Foundation may prohibit you from participating in the Challenge, in its sole discretion, if you fail to follow the Challenge Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other Entrant or the CTA Foundation Parties; or (c) in any other disruptive manner.
- c. Entries deemed by CTA Foundation in their sole discretion to be immoral, obscene, indecent, profane, racist, sexist, ageist, ableist, or not in keeping with the CTA Foundation's image will be disqualified.
- d. CTA Foundation reserves the right in its sole discretion to disqualify any entry at any time which, in the CTA Foundation's opinion, endangers the safety or wellbeing of any person, or fails to comply with these Challenge Rules.
- e. CTA reserves the right to limit, or restrict upon notice, participation in the Challenge by any person or entity at any time for any reason.
- f. The CTA Foundation reserves the right in its sole discretion to cancel, terminate or suspend this Challenge should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CTA Foundation and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Challenge.
- g. CTA Foundation's decisions are final and binding.

14. **Disputes and Governing Law:** By participating, Challenge participants forever and irrevocably release, indemnify, and hold harmless, CTA Foundation, the Consumer Technology Association, and their officers, directors, employees, affiliates, agents and all others associated with the development and execution of this Challenge from and against any injury, loss or damage caused or claimed to be caused by your participation in the Challenge and/or the acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation personal injury, death, and/or property damage. Challenge participants agree that CTA Foundation is not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Challenge and/or the awarding of any prize. In the event that the preceding release and indemnity clause is determined by a court of competent jurisdiction to be invalid or void for any reason, Entrant agrees that, by entering the Challenge, (i) any and all disputes, claims, and causes of action in connection with the Challenge, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Challenge, but in no event attorney's fees; and (iii) Entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Challenge Rules, or the rights and obligations of CTAF, or Entrants in connection with the Challenge, shall be governed by the laws Commonwealth of Virginia laws, without giving effect to any choice of law or conflict of law rules. At the CTA Foundation's option, any controversy or claim arising out of or relating to this Challenge (except for an action for injunctive relief) may be resolved by arbitration held in Arlington County, Virginia, in accordance with the Rules of the American Arbitration Association in effect at the time the arbitration is initiated, and judgment upon the award rendered by the arbitrators may be entered in any court jurisdiction thereof. Entrants consent to the exclusive jurisdiction (non-arbitration) of the State and Federal courts in the Commonwealth of Virginia.