



New Product Awards Competition

Presenting the first All Things Organic™ New Product Competition to be held in recognition of the best new organic products of 2009. **Participate in the New Product Showcase to be automatically eligible to compete for recognition as a leader in the organic industry.**

Registration Form Submission Deadline: Monday, June 1, 2009

All products selected as finalists will receive additional press and product promotion via a press release which will be sent to all attending media as well as industry trade.

On June 17, 2009 from 12noon to 3pm, a distinguished panel of food professionals will gather on-site to judge the selected finalists and choose the winners of these categories:

Best Overall Organic Retail

Best Overall Organic Foodservice

Best Overall Organic Ingredient/Application

Best Overall Organic Non-Food

One "New Organic Product Grand Award" will also be awarded.

Winners of the All Things Organic™ 2009 New Product competition receive:

- Presentation of a specially designed award at the All Things Organic™ exposition.
- Special recognition at the New Products Showcase at All Things Organic™ Trade Show.
- A specially designed All Things Organic™ New Product Competition Winner logo for use on your marketing materials, promotions and advertisements.
- A printed sign for your exhibit booth at All Things Organic™ to give recognition to you as an industry leader.
- The opportunity to place an advertisement, full page, color, in the center Winners Circle of the All Things Organic™ 2010 Show Directory at a discounted rate. Show management will place the winner's logo on your ad.
- Press Release announcing all winners posted on www.organicexpo.com and www.ota.com to industry publications and all media attending and interested in All Things Organic™.
- Publicity in All Things Organic™ and Diversified Business Communications publications and e-media.
- Opportunities for additional publicity.

- All product entered into the New Products Showcase are eligible. There is **no additional charge for competition entry**.
 - The 2009 New Product Showcase fee is \$195 for members of the Organic Trade Association, and \$250 for non-members. Discounts available for case purchase (3-shelves).
 - Please choose one category that fits the primary market for your product. Finalists will be limited to no more than one award in the competition.
 - Show management will review each entry to determine the top three finalists in each category. Finalists will compete in the on-site judging on June 17, 2009.
 - Taste testing portion of the competition will be conducted as a blind tasting (product names and manufacturers are not identified). All non-food products will also be tested and sampled blindly where possible (labels covered, etc.). All of those products will be tested when possible for efficacy, and all will be examined in person. There will be only one winner in each category in which there are entrants, if those entrants meet the minimum score threshold. Special mentions can be made at the judges' discretion.
 - All entry information, screening results and judging scores and comments are strictly confidential. However, product information from the winning products (not to include pricing) will be used in press information announcing the winners.
 - Each category must have at least two products entered for an award to be given. A category will be eliminated if less than two items are entered.
 - To ensure all products meet the eligibility requirements for the competition, all participating entries will be required to submit their product registration form by Monday, June 1, 2009.
 - Top finalists will be notified by **June 8, 2009**.
 - Finalists will be asked to supply samples of their product for the judges to evaluate on show site. You will be given detailed instructions as to where and what time to bring your prepared product. The tasting will be held in a designated area on **June 17, 2009, 12pm to 3pm**.
 - All finalist products will be displayed in a designated All Things Organic[™] New Product Competition Awards area on the show floor.
 - The winning products will be announced on Wednesday, June 17, 2009 at the All Things Organic[™] culinary demo theater (*time to be announced.*)
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Frequently Asked Questions:

Can I enter the same product in more than one category?

No.

Can I enter my product in the competition if it isn't on the market now, but will be ready for sale by All Things Organic[™], in June?

Yes, but the judges must assess your product when it is ready-to-sell only. Judges will not consider products that are mock-ups. In fairness to all exhibitors, please do not ask us to make exceptions.

How does the judging process work?

All Things Organic[™] show management will pre-screen all applications and will choose finalists based on a strict set of criteria. Finalist will be then announced and will be presented to a panel of three judges on-site at All Things Organic[™] on June 17, 2009 from 12pm to 3pm. You will be instructed as to when and where to deliver your product during the on-site judging. Judges will choose winners based on a set of criteria.



All Things Organic™ 2009 New Product Awards Competition Registration Form

Company Information:

Please type or print clearly. All fields must be completed. Attach any additional information for the judges' consideration.

Company Name _____ **Booth No.** _____

Contact Name (if you are a co-exhibitor, please reference the name of your lead exhibitor)

Address _____

City _____ **State** _____ **Zip** _____

Telephone # _____ **Fax #** _____

Email Address _____

Website _____

Product Entries

You may enter up to three products – the same product must not be entered in more than one category. Categories are as follows:

- Retail
- Foodservice
- Ingredient/Application
- Non-Food

Entry #:	Category (choose one from above)	Product Name
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#1	_____	_____
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#2	_____	_____
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#3	_____	_____
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Please fill out and fax back to Megan McEwan at 207.842.5505 or scan and e-mail to mmcewan@divcom.com.



**All Things Organic™ 2009
New Product Awards Competition
Registration Form**

Product Information

SUBMIT 2 COPIES OF THIS FORM FOR EACH NEW PRODUCT ENTERED

Photocopy this original form if you are entering more than one category.

Print clearly. Attach any additional information that you would like the judges to read when analyzing your products. **All fields must be completed.**

Company Name _____ Booth No. _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Telephone # _____ Fax # _____

Email Address _____ Website _____

Product Name _____

Date Introduced to the market (must be introduced after June 2008) _____

Product Category (one category must be selected)

- Retail Foodservice Ingredient/Application Non-Food

Please list the product qualities, attributes or advantages that appeal most to your customers:

Other pertinent facts (different sizes, other flavors, recipes, manufacturing process, etc. enclose appropriate brochures, flyers and other point of purchase materials.):

I affirm that the information provided on this fact sheet is accurate, and that the samples submitted are representative of products that are continuously available for sale. I understand that the judges' decisions are final, and I hereby release the judges and All Things Organic™ from any and all claim or liability related to this activity.

Print Name _____

Signature _____ Date _____

Please fill out and fax back to Megan McEwan at 207.842.5505 or scan and e-mail to mmcewan@divcom.com.