

## 2009 New Product Program

### *Featuring the First Annual* **New Product Awards Competition**



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**Application deadline 5/12/09**

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**It's a fact – THE number one reason buyers visit All Things Organic™ is to source new products.** Get noticed! Display your new product in a high profile **New Product Showcase** where thousands of buyers shop for the latest in organic product.

**New for 2009! Enter your new organic product to be recognized as a leader in the organic industry.**

Participate in the 2009 New Product Showcase and become automatically eligible to compete in the first annual **All Things Organic™ New Product Awards Competition**, recognizing the best new organic products of the year. **Winners will receive a prize package including free advertising, free publicity, and MORE! A distinguished panel of food professionals will gather on-site to select the winners from amongst 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.

#### **New Product Showcase Program also Includes:**

- Automatic eligibility in the New Product Awards Competition at **no extra fee**
- One shelf with signage OR wall mount display space with signage to display your new product in the New Product Showcase
- Option to purchase a whole case (3 shelves) at a reduced rate
- Inclusion in showcase flyer located in key buyer lounge and showcase area
- Listing on web with photo
- Showcase attendee list sent to you post show
- Option to Participate in the **Media Box** mailer - an annual mailing designed to give the media an advance look at new products and trends. **Participation is free** and optional, and open only to New Product Showcase participants

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### Featuring the First Annual New Product Awards Competition



**Please note:** All applications will be reviewed by Show Management to ensure that New Products were not displayed in the 2008 New Product Showcase or listed in the show program's New Product Listing. All applications that do not meet the eligibility requirements will be returned with their application fee.

This contract is made in accordance with the conditions set forth in the All Things Organic™ Exhibit Space Application. **Application fee must be received with the application by May 12, 2009.** There will be no refunds for accepted applications. You must be an All Things Organic™ 2009 exhibitor to participate in the New Products Showcase Program

Complete all attached forms and return with check or money order in US funds drawn on a US bank. Make checks payable to: All Things Organic™. Please reference your invoice # if paying from an invoice. Mail payment to: All Things Organic™, PO Box 3421, Boston, MA USA 02241-3421 or fax the attached credit card form along with your application directly to accounting at 207-842-5410.

Participants in the **New Product Awards Competition** must complete separate entry forms and shall recognize all competition guidelines and instructions in order to be eligible.

Participants in the **Media Box** mailing will be contacted with specific instructions and shall recognize all program guidelines in order to be eligible.

**\*NOTE: Perishables and/or items requiring refrigeration are NOT allowed in the showcase display cases; please remove the contents and use packaging only.**

All Items to be displayed must be hand delivered on-site to the All Things Organic™ New Product Showcase **prior to 4pm on Monday 6/15/09 or prior to 12 noon on Tuesday 6/16/09.**

We will not guarantee items delivered late will be included in the display. Products not delivered on time may forfeit display space to another company on the waiting list. No refunds.

Display cases will remain locked for the duration of the show and will not be unlocked prior to show close, Thursday 6/18/09 at 4pm sharp. Show management will not be responsible for items not retrieved after displays are unlocked .

**Questions? Contact Cristi Holmes at 207-842-5532 or [cholmes@divcom.com](mailto:cholmes@divcom.com)**



# New Product Showcase Application

Please fax completed applications to Cristi Holmes at 207-842-5532.  
Application Deadline is May 12, 2009.

**Conference:** June 16-18, 2009  
**Trade Show:** June 17-18, 2009

Lakeside Center, McCormick Place,  
Chicago, IL USA

[www.organicexpo.com](http://www.organicexpo.com)

**Trade Show Hours:**  
Wednesday, June 17, 10:00 am - 5:00 pm  
Thursday, June 18, 10:00 am - 4:00 pm

Produced by: **diversified**

## 1. Contact Information

Please type or print clearly. All Items must be filled in. Please complete one application per product.

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address (for admin use only): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

## 2. Product Information

Name of product to be displayed on signage and show program:

\_\_\_\_\_

Check here if your new product is private label.  Check here if your new product is specifically for kids

60 word description of product for show program: \_\_\_\_\_

\_\_\_\_\_ Date of Market Introduction: \_\_\_\_\_

I would like to participate in the New Product Awards Competition  Contact me for Media Box Mailing

## 3. Choose One:

Photographic wall-mount display (Size is restricted to 2ft x 3ft or 3ft x 2ft Example Poster or Foam Core Poster board)

3-Dimensional Display (Size is restricted to 15"D x 34"W x 14"H Example: Shelf with a light shining down)  
Displays must be non-perishable. We recommend empty product packaging

## 4. Display

	<b>OTA Member</b>	<b>Non-OTA Member</b>	<b>Total</b>
<input type="checkbox"/> Single Shelf or Wall-Mount	\$195	\$250	\$ _____
<input type="checkbox"/> Case (3 shelves)	\$468	\$600	\$ _____

**OTA Member #:** \_\_\_\_\_ Call Linda Lutz at 413-774-7511 x1219 to join OTA

## 5. Contract Signature

Signature of exhibiting company representative constitutes a contract. Please read all conditions carefully.

Print Name: \_\_\_\_\_ Onsite Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 6. Fax Completed Application

E-mail company logo to [cholmes@divcom.com](mailto:cholmes@divcom.com). File should be at least 300 dpi, preferably an EPS file.

E-mail two photos of product to [cholmes@divcom.com](mailto:cholmes@divcom.com) — one that is at least 300 dpi (preferably EPS print quality) and one that is a jpg or tif to be placed on [www.organicexpo.com](http://www.organicexpo.com)

Please include your company name and product name along with the e-mail.

**Fax completed application** to Cristi Holmes at 207-842-5503. Call and confirm receipt of application and payment, or e-mail [cholmes@divcom.com](mailto:cholmes@divcom.com).

## Questions?

Contact Cristi Holmes at 207-842-5532 or [cholmes@divcom.com](mailto:cholmes@divcom.com)