

NutrAward

www.nutraward.com



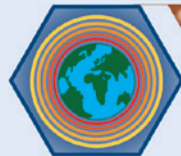
2011

best new finished product

submission guidelines

NUTRACON

March 9-10, 2011
Hilton Anaheim, Anaheim, CA USA



Produced by New Hope Natural Media, a division of Penton Media

2011 NutrAward New Finished Product

Contest Rules & Eligibility Requirements:

Introduction: Penton Media Inc. d/b/a New Hope Natural Media ("Sponsor") invite entries for the 2011 NutrAward New Finished Product Contest ("Contest").

Open Call for Submissions: July 1, 2010

Submission Deadline: November 29, 2010

Product Category: Finished Product

- Submissions will be accepted between **July 1, 2010 thru November 29, 2010 ~ 12:00pm Mountain Time.**

Product Eligibility: In order to be considered, Products must meet the following eligibility requirements:

- **Viable Product**—A good idea isn't enough. Can/or does the product stand up to a competitive market and will the user find value in the concept.
- **Emerging Category**—How well does this product fit a specific consumer need and is this a unique niche or has it already been done?
- **Creative Product Concept**—What are the product attributes that make this product truly unique including ingredients, delivery system, and specialized science?
- **Distinct Health Application**—Does this product fill a much needed gap in the healthy product sector and is the science compelling and valid.
- **Unique Packaging**—How well does the packaging convey the products attributes and speak to the consumer demographics?
- **Matchless Marketing**—Is the marketing creative, persuasive and well thought out.
- The product must have been commercially introduced since **January 1, 2009** in order to be eligible to enter. A product can be introduced if it has new target condition supported by new clinical science or an existing target but also with new clinical science. In this case, the new clinical science must be presented and must be the focus of the submission. New flavors, colors etc do not constitute criteria for submission on a product introduced prior to January 1, 2009. In the example above, the product will be evaluated solely upon the merit of the new science.

How to Enter: There is no entry fee and there is not a **submission form** to complete.

- Please include “2011 Best New Finished Product Submission” in the subject line of your email and send your **complete** submission and to Jennifer.McCord@penton.com. Entries will be accepted until **November 29, 2010, 12:00am, Mountain Time**. Once your entry has been submitted, your submission is considered final. **Absolutely, no alterations, including any insertion or omission of content will be accepted.**
- All entry materials must be submitted in English.
- All support documentation **must be included in your original submission**.
 - Once your entry has been submitted, your submission is considered final. Absolutely, no alterations, including the insertion or omission of content will be accepted.
- Companies may enter more than one product for consideration; however each product must be submitted individually.
- Each entry package must be comprised of one (1) multi-page .pdf document. Each entry may not exceed a total page count of 15 pages, inclusive of the mandatory cover page.

Content Guidelines:

- Present the committee with a complete presentation of your product. Suggested items that you may include in your submission package are your cover page, marketing materials, support documentation (clinical and/or scientific data), press releases.
 - The cover page of each entry shall include the following information:
 - Product Information**
 - Product Name
 - Product Description (Not to exceed a 500 total word count.)
 - Company Name*
 - Company Address (Include City, State, Country, Zip or Country Code)
 - Company URL
 - Company Email Address

Submission Contact Information

- First and Last Name
- Title
- Telephone Number
- Email Address

NOTE: *Provide the information below ONLY if you are an affiliate providing this submission on the behalf of the Company listed above:*

- Company Name
- Company Address (Include City, State, Country, Zip or Country Code)
- Company URL
- Company Email Address

Judging Criteria: Prize winners will be selected based on the following criteria

- **Selection of Finalists by the NutrAward Review and Selection Committee :**
 - Qualifying entries will be reviewed by an independent panel of judges.
 - Qualified finalists will be notified Late 2010.
 - Finalists will be announced on the Nutracon Conference website Early 2011.
- **Online Voting - Peer selection by registered Nutracon Conference, SupplyExpo and Natural Products Expo West Attendees via the [Nutracon Website](#).**
 - Online voting will begin: Early 2011
 - Online voting will conclude: March 12, 2011 at 12:00pm, Pacific Time.

Conditions:

- The NutrAward finalists' **entries will be posted exactly as they have been submitted** for consideration on the Nutracon Conference website for peer review and online voting.
- Submission of an entry grants Sponsors and their agents permission to use the Entrant's Product and Contact Information for purposes of trade, publicity, or promotion and the right to publish the entry in any and all media, without limitation and without compensation to the entrant. Entry constitutes permission to use the winner's name, picture, for no additional compensation except where prohibited by law. By participating, entrants and winner(s) agree to release and hold harmless Sponsors, and their respective parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsors are not responsible if Contest cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

- Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor. All Entries must include complete entry information as detailed in these Contest Rules. All Entries must be the fully original creations of the entrants. In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. By entering, all entrants warrant and represent that their respective entries are their own fully original creations, and their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, rights of publicity/privacy. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

- **Use of Data.** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. By participating, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

Questions:

Please contact Jennifer McCord, New Hope Natural Media at Jennifer.McCord@penton.com or (303) 998-9043.