

# NutrAward

www.nutraward.com



2011

## best new ingredient

## 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 Ingredient 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:** Raw Material

- 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:

- **Scientific Merit** – Does the submission reflect sound science and research conducted under appropriate conditions and on appropriate models?
- **Efficacy** – Does the submission confirm that the product, technology, ingredient, instrumentation, equipment, or service has a demonstrable impact that allows a health-related benefit?
- **Safety**- Has the submission clearly established safety when used or applied?
- **Innovation** – Has the submission shown a unique approach, concept or benefit above and beyond leveraging prior art or general knowledge in the field? Is the product, technology, ingredient, instrumentation, equipment, or service truly new and different, and not simply repurposing or reorienting existing knowledge?
- **Market Potential** – Is the concept likely to be commercially successful? Is the target category/application well-defined and of interest in the current (or future) marketplace?
- **Ability to Increase Market Credibility** – Does the submission support a concept that has the potential to make a difference to overall industry and/or market credibility?
- 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 Ingredient Submission” in the subject line of your email and send your **complete** submission and to [Jennifer.McCord@penton.com](mailto: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 any 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 (include a photo), support documentation (clinical and/or scientific data), press releases.
  - The cover page of each entry shall include the following information:

**Ingredient Information**

- Ingredient Name
- Ingredient Description (Not to exceed a 500 total word count.)
  - Intended application
  - Mechanism of Action
  - Summary of your proof of efficacy
  - Dosage form/delivery mechanism
- 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](mailto:Jennifer.McCord@penton.com) or (303) 998-9043.