



New Product Showcase and Awards Competition

The International Boston Seafood Show offers two unique ways to gain greater exposure for the new products you plan to introduce at the show – The New Product Showcase and Awards Competition.

All food products entered for the Showcase and Awards Competition will be displayed in special new products area on the show floor. In addition to this exposure, all entered products will be screened and finalists will be selected for tasting and evaluation in the New Product Competition. A panel of distinguished seafood buyers will conduct the final judging, which will take place during show hours in the Demonstration Theatre, located on the show floor. Awards will be given for the Best Foodservice Product and the Best Retail Product of the show. Winners will be announced on Sunday, March 14, 2010.

How to Enter:

International Boston Seafood Show exhibitors may enter the New Products Showcase and Awards Competition by completing the application and submitting the entry fee.

Products will be evaluated on their uniqueness and appropriateness to the market.

Judging Criteria:

- Taste profile (flavor, texture, aroma, cooked appearance)
- Packaging (label information, environmental factors, food safety)
- Market potential (potential for commercial success, correct packaging and profile for target market, value, quality/price ratio)
- Convenience for end user and consumer
- Nutritional value
- Originality

Other Policies:

Products may be entered in either the retail or foodservice category, but **NOT BOTH**. Please choose the category that fits the primary market for your product.

All entry information, screening results, and judging scores and comments are strictly confidential. Entry information identifying the winning products will be used in press information announcing the winners.

The companies chosen as finalists in the New Product Awards Competition will be notified end of February. On Sunday, March 14, finalists are responsible for preparing their product and delivering it to the Demonstration Theatre for the judging at a pre-determined time. Finalists can also hire Aramark Catering to prepare their product, if necessary. Finalists are required to display the product in both raw and prepared states, as well as display product packaging for the judges.

Please include the following materials with this application:

- 10 copies of product marketing materials for screening panels and judges.
- 10 copies of empty product packaging (retail packaging for retail products and appropriate descriptive labeling for foodservice products) for display.
- Color product photographs to use in the awards presentation, new product display area and press information.
- E-mail a photo (JPEG or GIF) of your new product to mlygordon@divcom.com, with the subject line "Image for IBSS NPS." Be sure to include your company name and product name in the e-mail.
- Deadline for entry is **February 5nd, 2010**
- Fully completed application form and mail the material to:

Minh Ly-Gordon
Show Coordinator
Diversified Business Communications
121 Free Street, Portland, ME 04112
Ph. 1-207-842-5525 Fax 1-207-842-5505
mlygordon@divcom.com

The International Boston Seafood Show & New Product Showcase

Option 1 - Photo Display Wall

Color photographs up to 2 ft. x 3 ft. or 3 ft. x 2 ft. Foamcore mounted or plastic box framed photographs supplied by the exhibitor are prominently exhibited on an attractive display wall adjacent to the New Product Display Case.

Option 2 - Product Display Case

Display Product Samples. This 3-dimensional display is the ideal format to showcase your new product or packaging.

1. Show Management will determine, in every respect, the allocation of area and position of space for all items and photographs displayed in the New Product Showcase. **Cost to participate is \$450 per product.**
2. Show Management reserves the right to refuse any item for display if it does not meet requirements or standards.
3. Show Management will be solely responsible for arranging the products and photographs in the New Product Showcase.
4. Items for display must be new products introduced to the market between February 1, 2009 and February 1, 2010, and not displayed in the previous year's New Product Showcase or listed in the Show Program's New Product Listing.
5. All display poster(s) must be delivered to IBSS/Sales Office at the Boston Convention and Exhibition Center c/o Freeman Decorating Company by 2:00 p.m. Friday afternoon, March 12, 2010. **DO NOT SHIP YOUR POSTER(S) TO SHOW MANAGEMENT IN PORTLAND— WE CANNOT DELIVER YOUR POSTER(S) TO THE BCEC.**
6. The exhibitor is responsible for shipping poster(s) to the BCEC. Show Management is not responsible for any lost or misplaced displays. The safest method is to ship your poster(s) along with your exhibit shipment, and then hand-carry the poster(s) or display to the Show Office at the BCEC. Shipping information can be found in your Exhibitor Manual, application, or contact Exhibitor Services at 207-842-5504. Be sure new product is labeled with company name and booth number.
7. **NO FRESH, FROZEN, OR PERISHABLE PRODUCTS MAY BE DISPLAYED. USE PACKAGING ONLY.**

Requirements & Regulations

8. 3-Dimensional Display Case

- Product must fit within an area 15" X 34" X 24".
- Each display includes a standardized sign showing your company name, booth number, and the name of your new product.
- Large or heavy 3-dimensional products (containers or freezer units, for example) **cannot be displayed in the Showcase.** These items are best displayed with color photographs.
- No fresh, frozen, or perishable products may be displayed. Use packaging only.

9. Photo Display:

- One photograph per new product.
- All photographs must be mounted on foamcore or framed in a **plastic box frame only**—wood, metal or glass frames WILL NOT be allowed.
- Maximum frame size is 2'(length) x 3'(width) or 2'(width) x 3'(length).
- Do not provide frames with hanging wire or hooks. Show Management will attach the frames to the wall with Velcro.
- Each display includes a standardized name sign with product description.
- All photographs must be mounted on foamcore if not encased within a plastic box frame.

10. The exhibitor is responsible for the return of display samples or photographs after the show. **All items must be picked up from the New Product Showcase beginning at 3:30 p.m. on Tuesday, March 16th.** Show Management is not responsible for items not claimed by that time.

11. All conditions, rules and regulations covering the International Boston Seafood Show as outlined on the back of your Exhibit Contract also pertain to the New Product Showcase.

12. **Make checks payable to the International Boston Seafood Show.**

**Attn: Minh Ly-Gordon
Diversified Business
Communications
121 Free Street
Portland, ME 04112
1-207-842-5525**