



GOLDEN STATE AWARD COMPLETE CONTEST RULES

Application Deadline: Friday, August 23, 2019 at 5:00PM

GOLDEN STATE AWARD

Recognizing the 2019 California Food Expo 'Most Liked' Product

This exciting new award invites all California Food Expo exhibitors to enter one product of their choice for a chance to win the inaugural 'Golden State Award'.

All entries will be posted on California Food Expo's Instagram & Facebook accounts where our social media followers, and yours, will be invited to vote for their favorite product with the click of the 'Like' button.



From keto cookies and the world's freshest produce, to artisan meats and plant-based ice cream, this award platform will be used to showcase the variety of products that will be on display at the 2019 California Food Expo. This will give the buyers and consumer audiences a 'taste' of what the California Food Expo has to offer.

In addition to the friendly social media competition, all of the product photos submitted for this award will be incorporated in to a photo backdrop display used at the California Food Expo. This will be used for a combination of staged interviews, professional event photos and a prime California backdrop for all attendees to capture. The unveiling of the display will take place at the Opening Reception when the winner is announced.

Submission & Voting Timeline

Submissions Due:	Friday, August 23, 2019 at 5:00PM
Online Voting Begins:	Monday, August 26, 2019 at 12:00PM
Online Voting Ends:	Sunday, September 8, 2019 at 5:00PM
Winner Announced:	Monday, September 9, 2019 at the Opening Reception

ENGAGE YOUR FOLLOWERS

Utilize your network to generate votes for your submission. Tips on how to drive engagement to your post are included below.

SUBMISSION QUALIFICATIONS

- This award is only open to 2019 California Food Expo Exhibitor & Sponsor Participants.
- Product Photo Requirements: All photos must be 1080 x 1080 in size.
- Caption Requirements:
 - Recommended captions are 150 characters and cannot exceed 250 characters.
 - Photo credit must be given if the photo belongs to an outside source.
 - All photos and captions are subject to approval by Expo Management.

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OFFICIAL CONTEST RULES

- All participants are allowed to submit one product (photo & caption) for consideration.
- The winner of the Golden State Award will receive a free 10x10 booth for the 2020 California Food Expo.
- Applicants for the New Product Awards can submit the same product for both awards.
- The winner of the Golden State Award will be solely determined by the total number of 'likes' received on both the California Food Expo Instagram Account and designated Facebook Album.
- The California Food Expo does not endorse any one product entered into this award platform, nor does it participate in the live voting.
- Expo Management reserves the right to monitor and remove any commentary as deemed necessary.

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ENGAGE YOUR FOLLOWERS

How to make it easy for your followers to vote for your picture

The easiest way to drive engagement is to have premium content. Choose a product photo that best represents your brand and product, making it easy for your followers to identify your photo in the line-up.




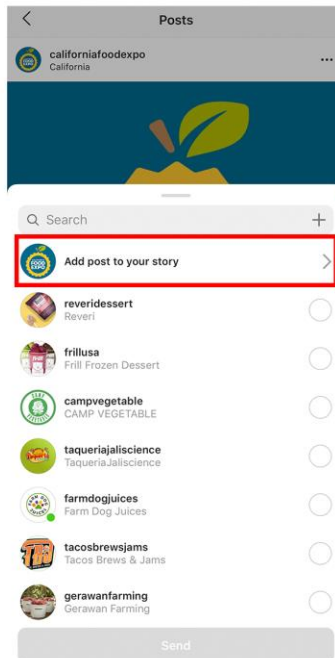
INSTAGRAM & FACEBOOK STORIES

Stories on Instagram and Facebook can be very beneficial when trying to drive engagement to a specific post. Stories on both platforms live outside of your normal feed and only stay active for 24 hours, so these are a good option to keep your followers aware of the contest without over posting about it on the normal news feed. On Instagram, you can post another accounts picture directly to your story and it serves as a link to that picture which will be most beneficial to you when directing your followers to the California Food Expo page. Directions of how to do so are below:

Step 1: Find your picture on the @CaliforniaFoodExpo page



Step 2: Click the  icon to bring up the option to share to your page's story



Step 3: Click the "your story" button in the bottom left corner to post to your story



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OTHER WAYS TO DRIVE LIKES

- Create a hashtag specific to your picture for the contest so followers can easily find it.
Like: #CAFEPHOTOContest #[YourBrandCAFE19]
- Tag followers in the comment section of your submission asking them to vote
- Post the picture to your page letting your followers know to head to the California Food Expo page to cast their votes
- Create a contest for people who like your photo (A giveaway or something of that sort)
- Create an email blast letting people know about your contest submission and how they can vote and include a link to the specific posts

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