





## NEW PRODUCT AWARDS COMPLETE CONTEST RULES

### SAMPLES REQUIRED FOR JUDGING PANEL

**Please provide enough of your product for 30 tastings total**

If your product comes in a larger package, please provide enough closed packages to ration out 30 samples. Expo staff will set out a portion of your samples in time for the judging start time, and will continue to replenish your sample supply as judging is taking place so your products are freshly distributed throughout the judging process.

**Expo will provide basic serving ware for all product tastings.\***

Including: 6 oz. sample cups, 6 inch plates, napkins and utensils.

*\*Exhibitors may not provide their own serving ware.*

**Please provide an additional six closed boxes/packages for display purposes.**

These samples will be used as a visual reference for judges to evaluate its presentation and packaging. If you have a perishable item, please provide four empty packages.

Two samples each will be used for the following purposes:

- Consumer's Choice Award Judging Display
- Buyer's Choice Award Judging Display
- In the New Product Award display case
  - Expo staff will be responsible for placing your samples in the cases. Placement of items cannot be moved or touched once placed in the display case.

### PRODUCT PHOTOS

Please submit your product photos in the exact specs indicated under 'How to Apply.' All product photos will be highlighted on the Expo's social media platforms, including but not limited to a Facebook Album and Instagram Story.

### AWARD WINNERS ANNOUNCEMENT

Each award category will recognize a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners, based on the highest overall scores received from the respective judging panel. The winners will be recognized at the Expo's Welcome Breakfast the morning of Tuesday, September 10, 2019. All award participants should plan to attend the Welcome Breakfast.

### APPLY TODAY!

Complete the **ON-LINE APPLICATION & UPLOAD ONE PRODUCT PHOTO**  
REQUIRED photo submission specs: 1080 pixels x 1080 pixels (square)

[CLICK HERE TO APPLY](#)



## NEW PRODUCT AWARDS COMPLETE CONTEST RULES

### PRODUCT DELIVERY REQUIREMENTS

**Deadline: Sunday, September 8, 2019 at 5:00PM**

- Any deliveries not received by this time will forfeit the opportunity to participate in the New Product Award judging process.
- The Expo will not be responsible for any products not received by one of the following delivery methods.
- The Expo will be able to refrigerate or freeze your product upon delivery. Please indicate if this will be necessary on your application where noted.

### OPTIONS FOR PRODUCT DELIVERY

- **Ship Products Directly to Expo Office**  
Must be received by Friday, September 6, 2019 at 5:00PM

**Shipping Address:** California Food Expo  
C/O Johnny Bravo  
1100 W. Shaw, Suite 140  
Fresno, CA. 93711

**NOTE:** Do not ship products directly to the FCEC. The Expo will not be responsible for any deliveries made directly to the FCEC.

- **Deliver Products directly to the Fresno Convention & Entertainment Center**  
Must be delivered during the following times:  
Saturday, September 7, 2019 - Sunday, September 8, 2019 from 9:00AM - 5:00PM

**Delivery Address:** Fresno Convention & Entertainment Center  
848 M. Street, Fresno, CA 93721

**NOTE:** All products being dropped off at the Convention Center must be dropped off directly to Johnny Bravo. Please coordinate all drop-offs with Johnny directly at [Johnny@nalchajian.com](mailto:Johnny@nalchajian.com)

### APPLY TODAY!

Complete the **ON-LINE APPLICATION & UPLOAD ONE PRODUCT PHOTO**  
REQUIRED photo submission specs: 1080 pixels x 1080 pixels (square).

[CLICK HERE TO APPLY](#)