



## NEW PRODUCT AWARD PREVIEW EVENT

Presented by Baker Peterson Franklin, CPA, LLP

### New Product Award Preview Event

Wednesday, July 12, 2017

Double Tree Hotel, Fresno Convention Center

2233 Ventura St, Fresno, CA 93721

2:30\* p.m. – 7:30 p.m.

\*2:30 p.m. – 5:30 p.m. Preliminary Judging Panel & Exhibitor Set-Up

5:30 p.m. – 7:30 p.m. New Product Award Preview Event



The New Product Award Preview Event is a VIP event for local media celebrities and special guests of the Fresno Food Expo to enjoy great local spirits, and a VIP viewing of the Fresno Food Expo New Product Showcase. All New Product Award participants will be provided an 8ft. table display to exhibit their NEW product at this event. Participation is highly encouraged as local media is always eager to share "What's New" at this year's Fresno Food Expo.

*Please note: This exclusive event will serve as the Preliminary Judging Round for the Buyer's Choice Award, and will provide the opportunity for the first "public votes" for the People's Choice Award.*

### Buyer's Choice Award, Preliminary Judging Round

Each exhibitor will be given a designated 5-minute window, between 2:30 p.m. and 5:15 p.m. in which they turn in a total of 5 samples of their new product to the Preliminary Judging Panel.

- 4 samples will be used for tasting and 1 sample will be used for a visual for packaging and marketability.
- The designated 5-minute window will be given in the order in which New Product Award applications are received.
- The Preliminary Judging Panel will be tasked with judging all of the new product entries, and determining the finalists for the 2017 Buyer's Choice Award.
- The benchmark for advancing products to the Final Judging Round is set at those that are within the top 25%, or as designated by the Preliminary Judging Panel.
- ***If participating in this event***, you are responsible for providing your 5 samples at your 5-minute designated time slot, and having your 8ft. table display set up by time the event begins at 5:30 p.m.
- ***If you CANNOT participate in this event***, please notify Fresno Food Expo staff so you can make arrangements to drop off your product samples prior to the event and staff will make sure it is submitted to the Preliminary Judging Panel on the day of the event.



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### **New Product Award Preview Event Details**

- After the Preliminary Judging Round ends, the New Product Award Preview Event will run from 5:30 p.m. – 7:30 p.m. All new product award participants are expected to stay and sample their products for the duration of the event.
- The New Product Award Preview Event is expected to host +/- 100 special VIP guests, so please prepare your samples accordingly, in addition to those needed for the Preliminary Judging Panel.
- Each participant in the New Product Award Preview Event will be provided an 8ft. table, with black linen and two chairs to set up their display of their New Product ONLY.
  - **PLEASE NOTE- ELECTRICITY NEEDS:** There will be limited access to electricity, which cannot be made available to all participants. It is recommended to prepare a display that does not need electricity. If electricity is absolutely necessary, please let the Fresno Food Expo staff know when RSVP'ing for this event. Electricity needs must be requested no later than Friday, June 30 to Fresno Food Expo staff.
- Local media will be present and participating at this event. All participants will receive information for media inquiries and interview requests from Cohen Communications as we get closer to the event.

### **Buyer's Choice Award, Finalists Announcement & Next Steps**

- The finalists for the Buyer's Choice Award will be announced during the New Product Award Preview Event at roughly 6:30 p.m.
- If your product is chosen to advance to the Final Judging Round you will receive by email complete details for how to prepare, along with your assigned time for presenting to the Celebrity Judging Panel prior to the Expo.
- Judging for this panel will take place in a separate room at the Convention Center starting at 8:30 a.m. on Wednesday, July 26, 2017, Exhibitor Set-Up Day.
- Each qualifying exhibitor will be assigned a 10-minute time slot in which they will be expected to present their product to the Celebrity Judging Panel, and have a chance for Q&A with the judges.

### **People's Choice Award, "First Public Votes"**

- At the start of the New Product Award Preview Event, guests will be greeted with a ballot that will allow them to walk around to each vendors table and enjoy a sample or viewing of their product and then be among the first "in person" votes included in the Fresno Food Expo People's Choice Award official tally. Each guest will be allowed three non-weighted votes in total.
- The Fresno Food Expo website and Facebook page will go live on Thursday, July 13 at 9 a.m. for public voting.
- All votes collected at the New Product Award Preview Event will be counted and added to the official vote count on the Fresno Food Expo website within 48 hours after the event.