



## **RULES AND REGULATIONS: FOOD & BEVERAGE AWARDS 2021**

### **Payments, Refunds and Cancellations**

The FABI Award participation fee is \$1,000, which includes the benefits listed below. A non-refundable application fee of \$250 FABI participation is due with application.

The \$250 application fee will be applied to the full participation fee of \$1,000 making \$750 due for applications selected by the expert panel of judges.

All applicants must be a current exhibitor at the National Restaurant Association Show 2021 in order to be considered for a FABI Award.

Applicants may be asked to submit product samples for further judging. All applicants must be willing and able to ship samples by the week of February 8<sup>th</sup>, 2021.

### **Participation Package**

**The FABI Award participation fee is \$1,000 and includes the following:**

The National Restaurant Association Show will build extensive industry-wide visibility, beginning with the announcement of the program which will include but is not limited to:

- Prominent placement (company name and product information) in pre-Show promotional efforts
- Placement of the company logo, product name and 50-word description of the product on the official Show Website
- Inclusion in official press release announcing FABI recipients
- Recognition in the official online Show Planner and mobile app
- Extensive coverage via Show public relations efforts, including pre-Show pitches and at-Show inclusion in daily media alerts
- Priority placement in on-site media opportunities with broadcast media (Subject to adherence with talent/segment objectives)
- Portable standing banner promoting the product
- Crystal award to be presented on-site
- Award logo for marketing efforts for the life of your product (awardee must follow FABI logo usage guidelines provided by National Restaurant Association Show)

### **Planning and logistics:**

If the product is selected, Awardees must submit the following requirements:

- You may be asked to provide a sample of your product to the judges the week February 8<sup>th</sup>, 2021. Applicants unable to ship samples to the judges will be disqualified.
- Awardee to provide company logo and product picture or advertisement with application (both in .eps format, 300 dpi or higher AND JPG). An optional video will also be requested.
- Awardee to sample product at their booth during the Show as well as the opportunity to participate in a tasting event open to all Show attendees.

## **QUESTIONS**

Questions or concerns on the information above can be directed the National Restaurant Association Show Office at [nraexhibitorservices@winsightmedia.com](mailto:nraexhibitorservices@winsightmedia.com).