

RULES AND REGULATIONS: FOOD & BEVERAGE AWARDS 2022

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 2022 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 in February 2022.

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 in February 2022. 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 National Restaurant Association Show Management at nraexhibitorservices@winsightmedia.com.