



PRODUCT OF THE SHOW AWARDS 2010 APPLICATION FORM

APPLICANTS SHOULD READ THE GENERAL AWARD INFORMATION DOCUMENT BEFORE COMPLETING THIS FORM

Please complete this entry form and return **BY FRIDAY 12 MARCH** to:

- Alan Murphy – email: alan.murphy@expo-events.com
- Fax: + 353 1 2958187
- By post to Expo Events, Building 2, 4th Floor The Courtyard Carmenhall Road, Sandyford Industrial Estate, Dublin 18

THE CATEGORIES

- Best Equipment Product
- Best Grocery Product – Foodservices
- Best Grocery Product- Retail
- Best Beverage
- Best Northern Irish Food Produce **
- Best Sustainable & Environmentally Enhancing Product /Service

****Please note that this category is only open for produce that has originated in Northern Ireland**

SUBMISSION REQUIREMENTS:

Step 1: COMPLETE THIS FORM

- Along with your **Completed Entry Form**, please provide **Descriptive Text** no more than **300 words** to explain your product. This can be done on the final sheet of this entry form or on a separate sheet
- Brochures or Colour photographs should accompany **NON FOOD PRODUCTS** where possible giving a clear and comprehensive view of the product in context. (sales literature is also acceptable)

Step 2: SUBMIT SAMPLES

NON FOOD PRODUCTS

- Please submit a sample of your product or point of sale material (which will be displayed on the designated Product of the Show display area) to the Organisers Office in The Kings Hall for the attention of Alan Murphy no later than **11am on Monday 22nd March 2010**.

FOOD PRODUCTS

- Please provide **one** sample of product for judging – please note only the actual product for tasting is required not the full range.
- All samples must be delivered for tasting on by **10am on Monday the 22nd of March** to the Kings Hall, Belfast for the attention of Alan Murphy.
- Clear cooking instructions must be provided with samples. All samples will be prepared by a Chef for judging.
- Another sample of the same product must be provided on **Monday 22nd March before 11am** the display area – please deliver to the

Company Name: _____

Contact: _____

Address: _____

Mobile No: _____ Stand No: _____

Email: _____

Date: _____ Signature: _____



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APPLICATION FORM**

Company Name: _____

Mobile No: _____

Contact: _____

Stand No: _____

It is important that all details below are completed in full. All applications will be judged on presentation, please ensure forms are typed or written in Block Caps.

NB: recommended Prices are a vital part of the assessment and must be completed

CATEGORY	PRODUCT NAME	DESCRIPTION (max 20 words)	FEATURES & BENEFITS	LAUNCH DATE	Price (RRP) €

DESCRIPTIVE TEXT (Max 300 Words):

A large, empty rectangular box with a thin black border, intended for writing descriptive text. The box is currently blank.