

HOW TO PARTICIPATE

The declaration form gives you the opportunity to present your new product(s). The information you provide will help the selection committee to evaluate your new product.

Fill out the Trends & Innovations Declaration form in detail;

- > Eligibility is limited to companies that are officially registered as exhibitors at SIAL Montreal 2009 on an individual booth or on a collective booth and that have paid the compulsory registration fees.
- > Your application will only be valid upon submission of
 - > a completed application form:
download at www.sialmontreal.com
 - > a sample and a photograph of your new product. By post at the following address:
Trends & Innovations Event – SIAL Montréal
300, Léo-Pariseau, #1100, C.P. 159, Place du Parc,
Montréal (Québec) Canada H2X 4A4

NOTE: You are welcome to attach any additional documents that might help the selection committee with its decision.

The application forms and additional documents must be in English and/or French.

Applications that do not fulfil these requirements will be immediately removed from consideration.

Application deadline for the New Products Declaration: **February 27, 2009.**

Registration in the Trends & Innovations Selection does not require any financial commitment (other than promotional tools).

The members of the Selection Committee meet regularly from January to March. You will be informed of the committee's decision by email.

Product for the Food Service – H.R.I.

If your product is dedicated to the food service market, it will be evaluated by a special panel of judges with expertise in this field. In that case, you must

- > fill out the Food Service Section Food Service of the application form (you must check box « Food Service» in the « Type of Product Section»)
- > send all documents drawn up specifically for catering and food service professionals (sample, photos, product information sheet, preparation advice, recipes, etc.)

Product Line

If you submit a product with several varieties or flavours, only fill out one application form and specify the different varieties. If you submit a line of products in which products that are very different from each other, use as many forms as necessary.

Presenting several products

You can submit several new products, but you must complete a separate application form for each product.

PROTECTION OF PRODUCTS

- > All products and concepts submitted are included in event promotions and can be made public as soon as they are received by SIAL Montreal.
- > It is your responsibility to ensure that the intellectual property rights of your products and concepts are protected. As such, you guarantee that SIAL Montreal shall not be subject to any legal pursuits that may arise from the public release of your invention.
- > If your product is selected, the information contained in the declaration form (particularly your names, logos, address, image and any additional elements) will be used by SIAL in part or in full, to promote the New Products Selection for SIAL Montreal 2009 and the SIAL exhibition.

All information must be communicated in French and English.

As such, you guarantee that SIAL Montreal owns the necessary rights to all elements comprising the declaration form submitted.

You also guarantee that any information, image, document and/or any other element related to the product and/or concept is valid at the time it is sent to SIAL Montreal as well as on the date it is made public.

- > Your product samples will be regularly photographed. Certain photographs will be used by SIAL Montreal to promote its SIAL Montreal 2009 Trends & Innovations Selection and will be included in its publications and promotional materials.
- > Information and photographs published free of charge by SIAL Montreal shall not be subject to any prior approval on your behalf and you may not question SIAL Montreal's choice of information and photographs to be published and distributed.
- > Moreover, unless you instruct us otherwise, this information will be circulated to the press (press conferences, releases, etc.) before the SIAL Montreal exhibition and will be available to journalists during the event.
- > Caution: The participant guarantees SIAL Montreal against any legal pursuits it could meet due to the use of the photographs delivered within the framework of the Trends & Innovations Event. SIAL Montreal commits itself to limiting the use of the aforesaid photographs for the Trends & Innovations Event and for the promotion of this animation.

SELECTION CRITERIA

The products presented at SIAL Montreal will be selected solely for their innovative qualities by a committee of food industry experts that is independent of SIAL Montreal.

- > The product(s) that you submit must be edible food products and must have been created or introduced onto the market after May 2008 in their country of origin or in any other country.
- > If your product is dedicated to Catering and Food Service professionals, it will be evaluated by a special panel of judges with expertise in that market.
- > Members of the selection committee:
 - > evaluate your product's innovative qualities, even if the product is not in its final form and is in a test or launch phase.
 - > give priority to the significant new benefit provided by your product.
 - > grant special les «**Trends & Innovations Awards – SIAL MONTREAL 2009**» awards to products they consider as most innovative among all the products selected
 - > are the only people authorized to select or not your product. Their decisions regarding the Trends & Innovations Event, are final.