

New Product Zone Guidelines

The New Product Zone showcases product innovations from leading industry players and provides the perfect opportunity to give new ingredients the introduction they deserve to the market. A popular area for visitors and the press, this feature has become a trendsetting spot for the nutrition industry.

- Registrations are accepted on a first come first served basis.
- The online submission form is available on the following link: [click here](#).

How will my product be Promoted?

Pre-event:

- Your product will be featured in the Preview Guide, provided all information is submitted via the form by August 2020 (official deadline to be confirmed).
- Your product will be included on the Official Catalogue, distributed onsite, provided all information is submitted via the form by September 2020 (official deadline to be confirmed).
- Your product will be included on the dedicated page created for the New Product Zone feature on the show's website.

At event:

- Your product display card (to be produced by the FiE team) will be placed on the pod in which your product will be displayed, and will include company name, company logo, product description and stand number.
- Your product information will be included on the directory which will be available on screens around the Display area.

How many product samples should I bring?

You will need to supply just one sample of your product. Location will be confirmed to you closer to the date. Please bring the sample to the confirmed location between 15:00 and 16:00 on *30 November 2020*

How will my product be displayed?

- Your product will be displayed on an individual pod.
- The size of the display area is 30cm x 30cm x 30cm.
- Display boxes will be locked at all times after 10:00 on December 1, until 16:00 on December 3, 2020. If you need to replace products etc, please reach out to the organizer to schedule a maintenance slot before show opening.
- Customer may produce and display additional material regarding the product, such as Display Cards, as long they follow these guidelines and fit the Display case.

Onsite Set-Up

- You will have the chance to place your products in the pods during the following time slot:
30 November 2020 between 15:00 – 16:00.

Collecting your items at the end of the show

- At the end of the show you will need to free your clear display case on 3th December 2020 between 16:00 - 16:30.
- All items not removed will be disposed as per breakdown regulations.