

National Hog Farmer®

New Product Tour @ World Pork Expo 2024 Nomination Form

Cost of Entry: \$1,500

THE NATIONAL HOG FARMER NEW PRODUCT TOUR PACKAGE IS DESIGNED TO RAISE THE PROFILE OF NEW AND/OR REDESIGNED PRODUCTS FOR THE HOG INDUSTRY

PACKAGE DETAILS:

- A New Product Tour gallery on NationalHogFarmer.com will include your submitted product graphic, text, website, etc. The gallery is also promoted in the National Hog Farm Daily newsletter.
- Take part in a competition that livestreams as part of the Global Hog Industry Virtual Conference on **May 22, 2024** –Voting for Top Product of the year takes place online as well as in the National Hog Farmer Booth at World Pork Expo.
- A winner will be announced at the National Hog Farmer booth on the last day of the World Pork Expo in Des Moines as well as via social media and our newsletter.
- The winner will be highlighted in the July/August National Hog Farmer Digital Edition and the newsletter.

Note: There is no requirement that New Product Tour participants must be an exhibitor at World Pork Expo.

NEW PRODUCT TOUR PARTICIPANTS WILL BE PART OF THE NATIONAL HOG FARMER GLOBAL HOG INDUSTRY VIRTUAL CONFERENCE

As part of the **New Product Tour** during the **Global Hog Industry Virtual Conference** planned for **May 22**:

- Participants must supply us with a video up to two 2 minutes in length or be prepared to present on their product live for 2 minutes during the New Product Tour session of the Global Hog Industry Virtual Conference on **May 22**.
- This will be followed by a brief Q&A session with our industry panel and the online attendees, giving you and your company direct access to the National Hog Farmer audience.

WHAT TO EXPECT:

Panelists will ask their questions based on the information you provide upon submission of your New Product Tour entry and the short presentation by you or your team during the virtual event.

For the New Product Tour virtual presentation, your product expert will need to be available on **May 22** to log in to our online studio in order to present your product information and answer questions from our panel and audience.

All companies signing up for the New Product Tour will have the opportunity to present their new product information as part of the virtual event.

PLEASE TYPE INFORMATION BELOW:

(Don't Send Payment – You Will Be Invoiced Afterward)

Company name:

Company address (city/state/ZIP):

Company phone:

Company website:

WPX booth number (if applicable) (and name on booth if not your company):

Product trade name:

Name, phone, and email of person **making nomination**:

Name, phone, and email of person **providing product creative materials**:

Name, phone, and email of person **making the online presentation May 22**:

Please email all information and components for your entry to: sarah.muirhead@farmprogress.com

Nominee Questionnaire

*All 3 sections below must be completed to enter the New Product Tour. The information you provide is strictly for judging purposes only. It will NOT be posted or shared with anyone other than the panel and the coordination team.

1. What makes your product new to the pork industry?

2. How does your product benefit pork producers?

3. What makes your product unique?

NEW PRODUCT TOUR CHECKLIST

Below is a checklist of all the items we will need to promote your new product in the online photo gallery. Please supply all of the components listed below:

- Headline (up to 40 characters)
- Graphic (high-resolution jpg or gif) (1800 pixels recommended, 16:9 ratio)
- Copy (up to 75 words of descriptive text)
- Company logo (high-resolution jpg or gif)
- Website URL
- Contact person phone number
- Contact person email
- Video (up to 3 minutes in mp4 format, preferably 16:9 aspect ratio)
- Booth number (if applicable)

Please email all components to: sarah.muirhead@farmprogress.com

Office Use Only

Advertiser:	
Product:	
Sales rep:	SF #: