



New Product Tour @ PEAK 2024 Nomination Form

Cost of Entry: \$1,000

THE FEEDSTUFFS NEW PRODUCT TOUR PACKAGE IS DESIGNED TO RAISE THE PROFILE OF
NEW AND/OR REDESIGNED PRODUCTS FOR THE POULTRY INDUSTRY

PACKAGE DETAILS:

- A New Product Tour gallery on Feedstuffs.com will include your submitted product graphic, text, website, etc. The gallery is also promoted in the Feedstuffs Daily newsletter.
- Take part in a virtual competition that streams on Feedstuffs.com and Feedstuffs365.com on **April 9, 2024** – Voting for Top Product takes place online.
- The winner will be announced on **April 18** in the Feedstuffs Booth at the PEAK Convention (Midwest Poultry Federation) in Minneapolis as well as via social media and our newsletter.
- Winners will be highlighted in the Feedstuffs Digital Edition and the monthly Feedstuffs Poultry newsletter.

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

As part of the **New Product Tour Virtual Event** planned for **April 9, 2024**:

- Participants must supply us with a video up to two 2 minutes in length or be prepared to present on their product for 2 minutes during the New Product Tour Virtual Event.
- This will be followed by a brief Q&A session with our panel and the online audience, giving you and your company direct access to the Feedstuffs 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 **April 9** to log in to our online studio to present your new 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:

PEAK 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 April 9**:

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 poultry industry?

2. How does your product benefit poultry 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 #: