

# MICE 2016 PRODUCT INNOVATION AWARD

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## RULES & REGULATIONS

- Must be an exhibitor to enter
- Product must be new to marketplace since 12 March, 2015
- If shortlisted exhibitor must be able to provide the product for display at MICE

Winners will be announced at the Sensory Lab Brew Bar powered by Huhtamaki on Saturday 19 March.

<b>Exhibitor Name:</b>	<b>Stand#:</b>	
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<b>Your Name:</b>		
<hr/>		
<b>Title:</b>		
<hr/>		
<b>First:</b>	<b>Last:</b>	
<hr/>		
<b>Company street address:</b>		
<hr/>		
<b>City:</b>	<b>State:</b>	<b>Post Code:</b>
<hr/>		
<b>Email:</b>		
<hr/>		
<b>Website:</b>		
<hr/>		
<b>Company Twitter Handle:</b>		
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<b>Company Instagram Handle:</b>		
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<b>Company Facebook name:</b>		
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<b>Phone Number:</b>		
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**Exact Product Name & Model:**

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**Please describe the product or service that you are entering into the competition (brand, model, colour, flavour, etc.) 50 WORDS OR LESS**

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**When did your company first promote or sell this product?**

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**Describe the attributes of your entered product 50 WORDS OR LESS:**

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**What is innovative about this product? 50 WORDS OR LESS**

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**How does it add value to the coffee industry: 50 WORDS OR LESS**

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**Please attach a jpg/png of product (if applicable)**

I \_\_\_\_\_ have read and agree to the terms and conditions of the MICE Product Innovation Awards.

**Agree:**

**PLEASE SEND APPLICATION TO**

**EMAIL:** lauren.winterbottom@primecreative.com.au

**ENQUIRIES PHONE:** +61 (3) 9690 7022

**(PLEASE SUBMIT COMPLETED FORM BY 7 MARCH 2016.)**