

**NEW PRODUCTS AND SERVICES PRESENTATION
APPLICATION ACCEPTANCE CRITERIA**

1) ADS MEMBERSHIP/TECHNICAL MEETING REGISTRATION

Applications will be accepted from ADS Supplier member companies only, and all speakers must be registered for the ADS Technical Meeting to present information.

2) APPLICATION SELECTION BY THE EXECUTIVE TECHNICAL BOARD (ETB)

ADS' Executive Technical Board (ETB) will review the applications for their appeal to the membership and will choose a variety for presentation during the meeting. Those products deemed to be new and unique by the ETB will be selected to fill the 12 slots on the program.

3) NEW IN 2019 – 2020

The product or service must be commercialized from January 1, 2019 to December 31, 2020. If presenting a new ingredient, commercially prepared samples must be available upon request by December 31, 2020. (Samples must be prepared in a commercial facility in the manner intended for industrial sale.) If presenting a new service, appropriate literature must be available upon request.

4) NEW AND UNIQUE TO THE INDUSTRY

A detailed description of the new product or service and an in-depth discussion of how it is unique to the industry must accompany the application. In preparing the application for submission to Headquarters, consider the following questions:

Is the application for a new product (e.g., ingredient, equipment, test kit, packaging) or service?

(A) If the application is for a new product:

1. How is the product new? Is it a product that has never been marketed in the food industry?
2. Is it a product that has been previously on the market, but has not been applicable to the dressing and sauce industry; however, due to reformulation, new chemistry, new technology, etc., the product is now applicable to the dressing and sauce industry?
3. Is it a product previously marketed to the dressing and sauce industry that has undergone a recent significant change (e.g., change in formulation, change due to new technology or chemistry) and resulted in a product that is new and unique to the industry?

(B) If the application is for a new service:

1. How is the service new? Is it a service that has never been offered to the food industry?
2. Is it a service that has been previously offered to the dressing and sauce industry, but the service has been significantly modified or improved?
3. Is it a service that has been previously offered to segments of the food industry, but not the dressing and sauce industry? If so, how is the service applicable to the dressing and sauce industry?

- (C) What is the benefit of this new product/service to the dressing and sauce industry?
1. Is there a cost benefit or savings?
 2. Will it have a favorable impact on quality?
 3. Will it have a favorable impact on production, processing or another segment of the business?
 4. What other characteristics of this product/service are beneficial to the dressing and sauce industry?

5) **MEET THE DEADLINE**

Since it may not be possible to accommodate all applicants because of time limitations, early applications stand the best chance of being scheduled. Applications received after the **deadline of January 8, 2021** will be considered only if all slots are not filled on the program. You will receive a confirmation letter indicating that your application has been received and will be reviewed by the ETB prior to approval.

- Length of Presentations

Each technical presentation will be limited to ten (10) minutes. Questions from the floor will be restricted to the time limits of the presentation.

- Type of Presentation

These presentations are intended to be short, lively, fast paced and informative. Topics should be compelling and of interest to a broad range of members. Presentations should educate ADS members about the new product or service and must be non-promotional.

- Multiple Company Entries

Multiple entries from one company should be prioritized. Requests for second or third presentations by the same company or division will not be filled until all single company requests have been filled.

- Notification of Acceptance

Applications will be scheduled after approval by the ETB in January 2021. You will receive a letter regarding the status of your application in February 2021.

- Audio/Visual Requirements (A/V)

An LCD projector will be available for presentations. Limit number of slides to a maximum of 15 and refrain from master slide usage in PowerPoint. (An A/V Technician and A/V equipment will be provided.) Please ensure your presentations are compatible with PowerPoint software version 2016. If the presentation contains a video, the video must be functional without the use of Internet access.

- Package of the Year Award

Packaging introduced as part of the New Products and Services Presentations cannot be nominated for the ADS Package of the Year Award.

- **ADS Committee Work**

Results of projects undertaken by ADS' Committees cannot be presented as part of the new products presentation.