



2020 Technology Snapshot Submission FAQs

March 25-26, 2020 • Westin Hotel, Itasca, Illinois, USA

www.globalfoodforums.com/2020-clean-label

The 2020 Clean Label Conference is an in-person event to assist consumer packaged food and beverage companies in the formulation of products with simple, consumer- and export-friendly ingredient statements.

What is a Technology Snapshot?

Technology Snapshots are 15-minute presentations on the benefits of a “clean label” ingredient. They provide R&D with useful, hard-to-obtain technical information.

How are Technology Snapshots chosen?

An independent Advisory Panel, most with advanced food science degrees serve as judges. Panelists are listed at www.globalfoodforums.com/technology-snapshot-advisory-panel.

What is the cost of a Technology Snapshot?

There is no cost to apply. If invited to present, a \$795.00 speaker registration fee is required to help cover administrative and food costs.

How many submission forms per company?

Two submissions per company or major corporate division will be evaluated.

How many ingredient submissions can be on one form?

One ingredient or closely related ingredients in one product line should be submitted per form in order to provide the clearest information for the Advisory Panel to evaluate.

What is the Advisory Panel looking for?

The Advisory Panel evaluates Technology Snapshot submissions on the following factors:

- 1) How new the ingredient is to the market or to a specific application?
- 2) What are the benefits differentiating it from competitors (e.g., uniqueness in the marketplace)?
- 3) The likelihood the presentation will provide focused information rather than a category overview.
- 4) Ingredient technical/functional benefits or nutritional benefits that can be communicated to consumers.
- 5) Will the ingredient enable shorter and/or simpler ingredient legends on the label (i.e., “cleaner”)?
- 6) Will the presentation contribute to a more diverse program with a range of ingredients from different categories that helps draws technical attendees to the conference?

Due to presentation conciseness and focus on ingredient technical merits for R&D attendees, it is *not beneficial* to include information on consumer trends, company profiles and sales sheets/PR pitches. This is especially true if this information is offered in lieu of information on an ingredient’s unique and beneficial characteristics.

How Does One Apply and What are the Deadlines?

Submission forms (in PDF and Word format) are available at <https://bit.ly/2Y4G1Gr> . Email submission forms with supporting materials to TechSnapShot@globalfoodforums.com

The Technology Snapshot submission deadline is **October 4, 2019**.
Companies will be notified by **October 30, 2019**.

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