



15th Annual
alive
AWARDS OF EXCELLENCE

September 13, 2008
Metro Toronto Convention Centre
Toronto, Ontario

Entry deadline:
August 15, 2008

*2008 Call
for entries*

WELCOME

Check out the many exciting changes for the 15th Annual Awards! Some of these include: **new categories** · **online voting across Canada before the show** · **\$1,000 product prize for a lucky voting Retailer**. Register in your category now and we'll see you at the Awards Ceremony!



Categories

New!

Retailers Choice Product of the Year

Products entered in this years *alive* Awards will also be entered in the first ever *Product of the Year* category. The product with the most votes by retailers across Canada will win the *Retailers Choice Product of the Year* Award.

New Products

Any new natural health product launched after October 1, 2007.

Children's Products

Any natural health or supplement product designed for children under the age of 18 and directly stating that it is for children.

Homeopathy

Natural health or supplement products to treat ill persons using a substance that can produce, in a healthy person, symptoms similar to those of the illness.

New Supplements

Any new natural supplements launched after October 1, 2007.

Detox Products

Any natural health or supplement product that directly states that its purpose is for a detoxification or cleanse.

Immune Products

Natural health or supplement products designed to specifically increase a person's immune response.

New Women's Products

Any natural health or supplement product launched after October 1, 2007, that is designed specifically for women.

Essential Fatty Acids

An EFA Supplement. EFAs are acids that cannot be constructed within an organism from other components and must be obtained from the diet.

Men's Products

Any natural health or supplement product that is designed specifically for men.

Organics

Any natural health or supplement product that is certified organic.

Fitness & Weight Management

Any natural health or supplement product that aids in weight loss or management or maintains health during exercise.

Multivitamins & Supplements

A preparation intended to supplement a human diet with vitamins, dietary minerals, and other nutritional elements.

Personal Care & Natural Beauty

Any natural product developed to assist in a person's hygiene and/or beauty regimen.

Healthy Home Products & Accessories

Products and accessories for use in the home that promote a natural, healthy lifestyle.

Natural Food Bars

A food bar that contains all natural or organic ingredients and is free of chemical additives.

Superfoods

A nutritional supplement with high phytonutrient (phytochemicals or compounds that come from edible plants) content and/or high antioxidant content.

Herbal products

Natural health or supplement products that feature plants or plant extracts.

Natural Food & Beverage

Any food or beverage that contains all natural or organic ingredients and is free of chemical additives.

Women's Products

Any natural health or supplement product that is designed specifically for women.

Benefits

FOR MANUFACTURERS

- + winning products will be featured in the December 2008 issue of *alive* magazine and on *alive.com* in a multi-page pictorial spread.
- + winning manufacturers will receive gold/silver/bronze medals, stickers and certificates to further promote their winning products
- + retailer confidence and selling power increase with Award-winning products
- + **product images displayed on television screens at alive's CHFA East booth**
- + retailer endorsed

Online voting

New!

All natural health retailers across Canada are invited to vote for the *alive* awards of excellence online.

Voting is open to retailers for four days and stores are allotted one opportunity to vote for their favourite product in each category per 100 magazines carried in their store.

FOR RETAILERS WHO VOTE

- + being able to promote and sell award-winning products to consumers
- + *alive* Award winners have strong credibility with consumers
- + retailers' opinions and comments are heard and recognized by the natural health industry
- + *alive* will provide one retailer with \$1,000 of product from an *alive* awards supplier



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Enter your products now!

alive has made it easy and convenient for you to enter your products for this year's *alive* Awards of Excellence

- + Simply visit us online at *alive.com*
- + Go to 2008 *alive* Awards
- + Fill out entry form
- + Submit to win!

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Rules

Eligibility

All products entered must be available for sale through Canadian health food stores. Products available only through multi-level marketing or on the Internet are not eligible for submission.

All product labeling must be in accordance with the legal requirements of the Canadian Health Protection Branch and the Department of Consumer Affairs. All products must be in compliance with Health Canada's Natural Health Product Directorate (NHDP).

Products must meet the category criteria given. If a product does not meet the given criteria, *alive* reserves the right to disqualify the item from the competition.

alive Publishing Group Inc. may submit random entry products for laboratory analysis to ensure quality standards.

alive reserves the right to revoke false or misleading entries. In the event an Award has already been given to a product, all rights to the Award, including the right to use reproductions, will be revoked. *alive* reserves the right to publish retractions.

Submissions

Entry forms and product images must be received by *alive* before August 15, 2008. Manufacturers may enter as many products as they wish, providing one entry fee of two hundred and ninety five dollars (\$295) is received per product, per category. Each product may be entered into a maximum of three (3) categories if they meet the category requirements. Products that have previously won an *alive* Award of Excellence may be re-entered.

Each submission must include an entry fee and three (3) electronic photos of the product. No product samples will be accepted. Electronic files should be sent with the following specifications: 85 x 85 pixels (72 DPI), 460 x 350 pixels (72 DPI), 4" x 4" at 300 DPI, with a clipping path around the objects,

saved in one of the following formats: EPS, Photoshop TIFF, or high-quality JPEG, saved with the following name format: "product name-your company name" (e.g. "alive magazine-Teldon publishing"). Please send electronic files to: art@alive.com, with the subject heading: "awards image-your company name" (e.g. "awards image-alive").

To qualify for any of the New Product categories, products must have been launched after October 1, 2007.

A list of all entries will be available to CHFA East exhibitors, upon request, after August 22, 2008. Objections to entry products must be received, in writing, by *alive* Publishing Group Inc. no later than August 31, 2008 and must include documentation as to why the product fails to meet the submission criteria.

Every reasonable measure will be taken to protect product entries. *alive* Publishing does not assume any liability for damage or loss of merchandiser entry. All product entries will be retained by *alive*.

Voting

Retailers attending the CHFA East Show are entitled to vote once per person. Proper identification will be required. Voting will take place at the *alive* pavilion (P45) on September 13, 2008 from 10:00am to 4:00pm only. Votes will not be accepted after 4:00pm. Retailers not attending the CHFA East Show are eligible to vote electronically via *alive.com*. Retailers will be mailed voting codes with August's mail-out of *Thrive*. Retailers will receive one unique voting code per one hundred copies of *alive* ordered each month. Online voting will take place from September 8-11, 2008. If you choose to vote electronically before the show you will not be permitted to vote again at the CHFA East show.

Ballots will be tallied electronically by *alive* representatives.

**alive* reserves the right not to award gold, silver, bronze in categories with insignificant standings.

New!

Retailer Prize

Your vote will automatically register you for a \$1,000 product credit from one of your suppliers that participate in the *alive* Awards. The lucky winner will be able to order a \$1,000 worth of product for free!!

The winner will be chosen at random at the awards ceremony from all online and in-person votes.

The photographs and names of Award-winning products will be featured in the December 2008 issue of *alive* magazine.

Awards presentation

Products with the highest number of votes in each category will be awarded gold, silver, and bronze awards respectively.

Results will be announced at the CHFA East Gala and *alive* Awards of Excellence Ceremony at CHFA East on Saturday, September 13, 2008.

Manufacturers of winning products may reproduce their Award on product labels, providing the reproduction and wording is identical to the original Award.

alive Publishing Group Inc.

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