



2010 FiFi® AWARDS

TECHNOLOGICAL BREAKTHROUGH OF THE YEAR AWARD

Rules for Submission

For 2010, the *Technological Breakthrough of the Year Award* has been restructured. There are now two award categories to better reflect the different types of technological innovations. The new categories are **Technological Breakthrough in Fragrance Creation** and **Technological Breakthrough in Packaging Technology/Delivery Systems**.

I. **ELIGIBILITY** - Cutting-edge technological advancements in the following categories are eligible for submission:

A. **FRAGRANCE CREATION & FORMULATION including:**

- Innovations in production or formulation
- Methods of ingredient extraction
- New Ingredients
- Sustainability efforts as they relate to ingredients, formulation and finished fragrance
- Basic research (fragrance centric)

B. **PACKAGING TECHNOLOGY & DELIVERY SYSTEMS including:**

- Innovations in diffusion
- Sampling technology
- Design/manufacturing technology re packaging components (e.g. glass, pumps, caps, cartons)
- Sustainability efforts relating to packaging materials

II. **QUALIFICATIONS** –

The technology must be an entirely new and original concept. In addition, the technology **must have been created in 2009** and used in a product that is currently on the market, **OR**, if it is not currently on the market, a notarized letter must be submitted confirming that a signed contract has been executed to launch the entry in 2010.

III. **DEADLINE:**

All entries must be received at The Fragrance Foundation by **Monday, February 1st, 2010.**

IV. **PRE-SCREENING:**

All submissions will be pre-screened by a panel of experts in the pertinent area before being approved for final nomination and judging. Entries approved by the pre-screening process will be reviewed by a panel of judges at the final judging that will take place on Wednesday, March 24, 2010.

V. **JUDGING CRITERIA FOR *TECHNOLOGICAL BREAKTHROUGH OF THE YEAR*:**

1. **Concept** – The premise must be original, and must have the potential to move the industry ahead as a whole.
2. **Function** – What is the function; how does it work; what are the innovative qualities?
3. **Industry Benefits** – Potential value.

VI. PRESENTATION TO THE PANEL OF JUDGES ON WEDNESDAY, MARCH 24, 2010
(Voted upon by various professionals with appropriate experience and expertise including: Industry Consultants, Trade Media and research scientists.)

Companies with Official Entries (i.e. entries that have passed the pre-screening process) will be required to make a presentation of their Technological Breakthrough to the panel of judges. Each company will have a 5 minute set-up period, immediately followed by their presentation of **no more than 10 minutes**. The presentation will be followed by a 3 minute question and answer period.

Each presentation must satisfy the criteria above under **item V** and will be judged on a scale from **one to five (with five being the highest score) in each of the three criteria**. Ballots will be tabulated by an independent accounting firm. The submission receiving the highest score in each category (Fragrance Creation & Formulation and Packaging Technology & Delivery Systems) will be awarded the **FiFi Award for Technological Breakthrough of the Year** at the FiFi Finalists' Breakfast on Friday, April 23rd, 2010 at the Mandarin Oriental Hotel. Winners will also be recognized at the at the 2010 FiFi Award Ceremony on Thursday, June 10th, 2010 at The Downtown Armory.

VII. PRESENTATION GUIDELINES – You should clearly explain the following points:

1. **What is the concept** behind your major advance or discovery?
2. **How does** your major advance or discovery **work**?
3. **How does** your major advance or discovery **benefit the fragrance industry** as a whole?

Important Note

Presentations will be reviewed by a panel of technical experts, so it is highly recommended that companies send a person who is well versed in the technology and fully understands how it works to present their entry so they can adequately answer questions raised by the judges. These responses can greatly influence the judges' scores.



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ENTRY FORM

Eligibility: All Fragrance Foundation member companies are eligible to submit entries. Non-member companies who wish to submit an entry will be required to pay an entry fee based on gross sales (please contact Terry Molnar at (212) 275-2755 x. 107 for non-member entry fee details).

To submit an entry, please send ALL of the following items:

1. A **NOTARIZED** Official Submission Form
2. As per item II in Rules for Submission, if the entry is not currently on the market you will also have to submit a notarized letter confirming that a signed contract has been executed to launch the entry in 2010.
3. A photo depicting your new technology
4. A press release and a fact sheet on your company letterhead that describes your technology as a breakthrough (as per criteria listed on Rules for Submission). *The press release and fact sheet will be given to the judges to review prior to your presentation.*
5. Your company logo and/or logo for specific brand or technology (if there is one).
6. Non-members only – must submit entry fee payment with above items

Send your complete submission to Terry Molnar at The Fragrance Foundation, 545 Fifth Ave., Suite 900, New York, NY 10017 (via mail or messenger) by Monday, February 1st, 2010.

PLEASE PRINT OR TYPE INFORMATION REQUESTED:

Today's Date: _____

Name of Breakthrough Submitted: _____

Launch date of product using technology: _____

Company Name: _____ Contact: _____

Address: _____

Telephone: _____ E-Mail: _____

PLEASE IDENTIFY THE CATEGORY OF YOUR BREAKTHROUGH:

- Fragrance Creation & Formulation** – Including: Innovations in product or formulation ▪ Methods of ingredient extraction ▪ New Ingredients ▪ Fragrance Applications ▪ Sustainability Efforts as they relate to ingredients ▪ Basic Research
- Packaging Technology & Delivery Systems** – Including: Innovations in delivery systems ▪ Sampling Technology ▪ Design/manufacturing technology re packaging components ▪ Sustainability efforts relating to packaging materials

Signature of Officer of your company Title

Print Name NOTARY STAMP/SIGNATURE

**PLEASE RETURN THIS NOTARIZED FORM, WITH ITEMS LISTED ABOVE,
BY MONDAY, FEBRUARY 1ST, 2010**



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PRESENTATION FORM

All companies with Official Entries (i.e. those entries that have passed the pre-screening process) will be required to make a presentation of their Technological Breakthrough to the panel of judges on Wednesday, March 24th, 2010. Each company will have a 5 minute set-up period, immediately followed by a presentation of no more than 10 minutes. The presentation will be followed by a 3 minute Q & A period.

Important Note: As presentations will be reviewed by a panel of technical experts, it is highly recommended that companies send a person to present their entry who is well versed in the technology and fully understands the development of the technology, how it works, etc., so they can adequately answer questions raised by the judges.

PRESENTERS

Please indicate below the person(s) who will be making the presentation and the person who is the main contact for this submission (*please print or type the information requested*):

Today's date: _____

Company Name: _____

Presenter #1: _____ Title: _____

Presenter #2: _____ Title: _____

Main Contact

Name: _____

Telephone: _____ Fax: _____

E-mail: _____

The *Technological Breakthrough* judging will take place on Wednesday, March 24th, 2010.
9 am – Noon at:

LIM (Laboratory Institute of Merchandising)
545 Fifth Ave., 7th Floor Conference Room
New York, NY 10017
(NOTE: Entrance is on East 45th St.)

**PLEASE RETURN THIS FORM, WITH ENTRY FORM,
BY MONDAY, FEBRUARY 1ST, 2010**