



COFFEE CUP by SIAL 2012 – TERMS AND CONDITIONS

Payment required to confirm registration

REGISTRATION DEADLINE

April 20, 2012

ADMISSION CRITERIA

Participating coffees must respect the following criteria:

- Rating greater or equal to 80 on the scale of S.C.A.A. (Specialty Coffee Association of America)
- Roasted
- Confirm location of production and product formula *
- Sufficient production capacity to meet the Canadian market's needs
- No private labels are accepted

*Please send us a summary of your coffee with a tasting profile and certification if needed.

CATEGORIES

During registration, each participant has to choose between 2 categories: regular coffees or certified coffees.

Each participant can register one or several products. However, only two products per participant per category are allowed.

COMPETITION

The selection of winners will be held under the rules of the Specialty Coffee Association of America (S.C.A.A.). Tasting will be made by an independent jury. The jury's decision is final and without appeal. The results will be announced during the SIAL Canada show. No explanation will be given.

Date of jury : May 07, 2012

PACKAGES

Package 1: Participation at 2012 contest + showcase your product in the COFFEE CUP by SIAL area + get referenced in the official showguide.

Package 2: Package 1 + sampling of your product in the COFFEE CUP by SIAL area during the 3 days of SIAL Canada 2012 + get the list of potential buyers who visited this space.

Package 3 (limited to 1 participant AND dedicated to an exhibitor):

Package 2 + tasting of your coffee at the main entrance of the show.

SIAL Canada will provide a bare area near to the main entrance of the show. All expenses (hostess, electricity...) are paid by the exhibitor.

1 restriction : the quantity considered as a sample size is 2 oz (56 ml).

Tasting session in the COFFEE CUP by SIAL area

By choosing Package 2, your product will be offered for tasting to all visitors of the COFFEE CUP by SIAL area. Tasting sessions will be driven by a professional hostess. This hostess will scan the badge of each visitor in order to retrieve their contact information. The list of these professional buyers or potential business partners will then be sent to participants that choose Package 2. As a reminder, SIAL Canada's attendees are buyers from the retail and foodservice industries.

Participants will not be allowed to promote their products themselves in the COFFEE CUP by SIAL area.

SAMPLE SHIPPING

Product reception deadline: May 04, 2012

QUANTITY :

- If you choose **Package 1**: please send **5 x 1 lb** of coffee beans
- If you choose **Package 2**: please send **15 x 1 lb** of coffee beans (5 for the jury tasting sessions and 10 for the tasting in the COFFEE CUP by SIAL area).
- For the **package 3**: please send **15 x 1lb** of coffee beans.

You will be responsible for quantities needed for the 3 days. So, please contact Magalie Moreau for more details.

For all packages, please send us 2 packs of your commercial format to showcase.

ADDRESS :

COFFEE CUP by SIAL - SIAL CANADA

To : Magalie MOREAU
300 rue Léo-Pariseau, bureau 1100
C.P. 159, Place du Parc
Montréal, QC H2X 4A4
Canada

SHIPPING INSTRUCTIONS:

1. **Each product must have the following indications:**
 - roasting date
 - countries of origin
 - producer and roaster names
2. Indicate on the parcel : « **destined to a coffee competition – not for sale** »
3. Indicate on the air waybill : « **Shipper is responsible for paying custom duties, transport fees and taxes** »
4. Indicate on the commercial invoice :
Custom rate code: 0901.21
GST Code : 59

IMPORTANT :

1. NO SAMPLES WILL BE RETURNED
2. SAMPLES MUST BE CAREFULLY PACKED. SIAL Canada is not responsible if any damages occur and if product thus cannot be judged.
3. YOU ARE RESPONSIBLE FOR PAYING SHIPPING COSTS, TAXES AND CUSTOM CLEARANCE. If you are shipping your products, make sure you arrange customs clearance, duties and taxes with your transport company, if you do not, your shipment could be delayed. Make sure your shipment is customs cleared and delivered to SIAL Canada by May 04, 2012. For any help, please contact our official customs broker **North American Logistics Services Inc, M. Fernando VERA** au 514-868-6650 ou fvera@nalsi.com
4. A DELAY IN YOUR PRODUCT RECEPTION WILL CAUSE THE NON PARTICIPATION TO THE CONTEST. SIAL Canada could not be responsible and no refund will be possible.

PAYMENT

Only your payment will confirm your registration.

15\$ CAD fees will be applied for each payment by international bank transfer. Also, 3% fees will be applied for payment by credit card.

CANCELLATION

No refunds will be realized in case of cancellation.