

# N | P | I

## NUEVOS PRODUCTOS & IDEAS

### Terms and conditions for enjoying the benefit of the New Products and Ideas Catalog (NPI) per exhibitor and / or sponsorship

- a. **All of the products you wish to be published must be received in a single email communication, whereupon the customer waives any remaining benefits.** Products will not be accepted in subsequent communications / deliveries.
- b. Each product/service, to be considered as "a product received" for the purposes of being included on the page corresponding to the date of receipt and therefore to be able to manage the preview, must have:
  - i. **Product image (or logo if it's a service):**
    - Minimum resolution of 300 dpi
    - .JPG format
  - ii. **Text to be published**
    - **Contact Information to be Published:** Company/Distributor Name; Contact Person (Sales), Phone, Email, Website, Product Name.
    - **Description of the Product/Service: 35 words maximum limit.**
- c. Products will appear on a first-come, first-served basis.
  - i. Deadline to appear in the **first 20 pages: April 11, 2025** (subject to space availability).
  - ii. Deadline to appear anywhere in the Catalog: **April 25, 2025**
- d. The client is responsible for **reviewing the text and photo before submitting** it and ensuring that it does not exceed 35 words. **No corrections will be made to text and images that do not correspond to MIDA's assembly mistakes.** If the text exceeds the 35-word limit, the first 35 words will be published.
- e. **Preview:** If you do not receive a Preview within 5 business days of the delivery of the email with all your products information and images, the customer must contact MIDA during business hours at 787-792-7575, to confirm that the material has been received. The customer will be responsible for notifying any assembly errors found in the preview, before the deadline indicated in the email in which the preview was attached.

- a. The color of the boxes is part of the format of the NPI Catalog and corresponds to the color palette of the MIDA Conference & Food Show 2025.