



SIAL Retailer Application

The SIAL Retailer Trip is funded through the Imported Cheese Board

Dollars received from Imported Cheese Board are designated to Imported Cheese Board by importers, and are derived from the assessment importers pay on dairy products imported into the U.S. No corporate funds are involved.

The Imported Cheese Board is offering U.S. based retailers of cheese the opportunity to apply for a drawing for an educational trip* to Paris, France to attend SIAL from October 20-24, 2018. Fifteen (15) participants will be chosen in a random drawing. In order to qualify for the SIAL Trip, you must meet the following criteria:

1. Applicant is a decision maker that is a dairy category manager, cheese buyer, or deli buyer of a food retail business that has 5 or more retail establishments or which purchased at least 250,000 lbs. of wholesale specialty cheese between 1/1/17 and 12/30/17.
2. Individual applicant has not won trip in prior two years. An exception will be made if the individual is with a different retail company
3. Only one winner per company will be allowed. (Exception for retailers with different buying entities)
4. Applicant has signed permission of his/her food retailer employer to fully participate in the trip, if chosen.
5. Legal residents of the 50 United States and the District of Columbia; and
6. 21 years of age or older.

By submitting your information below, you are stating that you are eligible to apply for the trip, have authority from your company to participate and you agree to the Official Rules for the Imported Cheese Board Sponsored Retailer SIAL Paris Educational Trip. Both a trip brochure and the Official Rules may be found at: www.theciaa.org.

To apply use the form below.

Applications must be received by July 30, 2018 for consideration.

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Cell: _____

Fax Number: _____

Email: _____

Applicants must specify which of the following criteria they fulfill in order to be eligible for the lottery drawing:



CHEESE IMPORTERS
ASSOCIATION OF AMERICA
Imported Cheese Board Program

204 E Street, NE
Washington, DC 20002
Phone: 202-547-0899
Fax: 202-547-6348
www.theciaa.org

Number of Retail Stores (no less than 5): _____ OR
Number of pounds of cheese sold per year (no less than 250,000 LBS): _____

By Signing below you are certifying that you agree to abide by the Official Rules for the Imported Cheese Board Sponsored Retailer SIAL Paris Educational Trip. Also, if chosen, you have the permission of your employer to participate and you will provide such information as may be necessary to verify your eligibility.

Signature:

* The Imported Cheese Board will hold a random lottery drawing for retail applicants for a trip to SIAL. In order to apply for the lottery, retailers must meet eligibility requirements as outlined above. The lottery drawing will be held in August 2018, and applicants selected by lottery will be notified by email and provided with further details; applicants not selected will likewise be notified via email. The Imported Cheese Board will cover trip expenses up to \$6,500.00, but trip participants will have to pay for expenses in excess of that amount. The Imported Cheese Board reserves the right to limit the number of winners from each company.

