

What you give and what you get:

Your Investment	Value Proposition
Product Entry - FREE	The opportunity to submit your product innovation for consideration by the jury panel and 6,000 Canadian consumers
Finalist Fee - \$3,000	Detailed consumer research report conducted by the Rogers Connect Research Group
Winners' Licensing Fee - \$10,000	<ul style="list-style-type: none"> • 1-year use of the Product of the Year logo • Detailed consumer research report conducted by the Rogers Connect Research Group • Coverage in Marketing Magazine, Chatelaine, Canadian Grocer and possibly other Rogers media titles • Participation in a consumer contest promotion on chatelaine.com • Product of the Year winners announcement will be mentioned on Breakfast Television • Recognition at an exclusive awards ceremony early in 2012 • Mention in all Product of the Year PR initiatives and communications • PLUS - Access to incentive-priced media opportunities to promote your Product of the Year win across Rogers print, digital and television properties
Total Winner Investment: \$13,000	