

EXHIBITOR2009 New Product Showcase Program

Where the industry introduces its innovations.

WHAT IS THE NEW PRODUCT SHOWCASE?

The New Product Showcase program is open to exhibitors only. The showcase identifies and highlights new, innovative products and there's no cost to enter. If you plan to introduce a new product or service at EXHIBITOR2009, the New Product Showcase program will put your product in the spotlight before, during, and after the show. All featured new products receive the following promotional benefits:

BEFORE THE SHOW

- Exposure in the EXHIBITOR2009 issue of EXHIBITORMagazine.
- Placement on Exhibitor2009.com.

AT THE SHOW

- An identifying New Product Designator for display in your exhibit.
- A listing in the special "New Product" section in the Official Show Directory, distributed at EXHIBITOR2009.
- Automatic entry in the Buyers Choice Awards.

AFTER THE SHOW

- Recognition in EXHIBITOR2009 follow-up press releases, distributed to industry media.
- Products/services named "Buyers Choice" winners will be profiled in EXHIBITOR magazine's post-show coverage.

HOW DO I QUALIFY?

1. The product/service must be introduced between January 1, 2008, and March 22, 2009.
2. The product/service must be available to the market no later than three (3) months after EXHIBITOR2009.
3. The product/service must be a new innovation. Line extensions (new colors or sizes of an existing product) will not qualify.
4. The product/service must not have appeared at any other domestic industry show (including, but not limited to, EXHIBITOR2008, TS² 2008, HCEA Annual Meeting, IAEEM Expo!Expo!, MPI, Motivation Show, etc.)
5. New company launches are not eligible for the program.



Make Plans Now to Release Your New Product at EXHIBITOR2009!

ENTRY REQUIREMENTS:

The Buyers Choice Award jury evaluates entries based on the following materials in addition to a completed application:

1. A description of the product/service addressing the following four judging criteria (Max. length one (1) page):
 - How is the design innovative?
 - What are all possible applications of the product?
 - What market need prompted the development of this product/service? How does it meet that need?
 - How will this product/service enhance the job of the exhibit professional? This may be a list of no more than 10 detailed, end-user benefits.
2. A photograph or rendering of the product on disk at least 300 dpi and 8.5" square.
3. Sales literature, a product brochure, or actual product (if available).
4. Optional: 10-15 seconds of video with production use.

Each entry is reviewed for qualification standards. Qualified entries will be notified of their status prior to EXHIBITOR2009.

DEADLINES FOR ENTRY:

Submit a completed application and accompanying materials by the following dates to take advantage of lucrative exposure opportunities.

FRIDAY, DECEMBER 12, 2008 for inclusion in the show issue of EXHIBITOR magazine, the Official Show Directory, and online at Exhibitor2009.com

MONDAY, JANUARY 12, 2009 for inclusion in the Official Show Directory and online at Exhibitor2009.com

THURSDAY, FEBRUARY 12, 2009 is the final entry date into the New Product Showcase at EXHIBITOR2009. Submissions received on this date will be posted online at Exhibitor2009.com

QUESTIONS? Please call or email Kelly Boehne at EXHIBITOR, 507.289.6556, Fax: 507.289.5253
E-mail: kboehne@exhibitormagazine.com

EXHIBITOR2009 NEW PRODUCT SHOWCASE APPLICATION

Yes! We will participate in the EXHIBITOR2009 New Product Showcase program. We understand if our product meets all entry guidelines, a New Product Designator will be delivered to our exhibit space at show time; and our product or service will be automatically entered in the Buyers Choice Awards program to be judged at EXHIBITOR2009.

PLEASE FILL OUT THE FOLLOWING INFORMATION COMPLETELY (AS YOU WISH IT TO APPEAR).

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.

Company: _____ Manufacturer Dealer

Contact name and title: _____

Address: _____

City/State/Country/ZIP: _____

Phone and Fax: _____

E-mail and Web site: _____

Name of product/service: _____

Product/service launch date: _____

ENTRY CATEGORY (CHECK ONE):

- A. Worldwide Introduction (Product is making its first-ever public appearance.)
- B. U.S. Introduction (Product is available outside the U.S. market, yet is making its first-ever U.S. appearance.)
- C. Industry Introduction (Product has been unavailable to the exhibit, premium, incentive or meeting-planning industries; i.e. a building material that has been adapted for use in exhibit construction.)

PRE-SHOW PROMOTION

See "Deadlines for Entry" information on preceding page to be included in all pre-show promotional opportunities.

EXHIBITOR2009 reserves the right to revoke any new product status or Buyers Choice Award if the information submitted to the program is found to be false or if the company fails to exhibit at EXHIBITOR2009. I verify that the above information is accurate:

Name _____ Date: _____

IMPORTANT: The Buyers Choice Award jury will evaluate your entry based on the following materials.

Please include two (2) copies of the following with your completed application:

1. A description of the product/service addressing the following four judging criteria (Max. length one (1) page):
 - How is the design innovative?
 - What are all possible applications of the product?
 - What market need prompted the development of this product/service? How does it meet that need?
 - How will this product/service enhance the job of the exhibit professional? This may be a list of no more than 10 detailed, end-user benefits.
2. A photograph or designed rendering of the product on disk at least 300 dpi and 8.5" square.
(If unclear about artwork, please contact Kelly Boehne at 507.289.6556.)
3. Sales literature or a product brochure (if available).
4. DEADLINES:
 - To be included in the show issue of EXHIBITOR magazine the above-listed materials are due no later than Friday, December 12, 2008.
 - To be included in the Official Show Directory and online the above-listed materials are due no later than Monday, January 12, 2009.
 - The above-listed materials are due no later than Thursday, February 12, 2009.

SEND ENTRY MATERIALS TO: EXHIBITOR Magazine, Attn: NPS Program, 206 S. Broadway, Ste. 745, Rochester, MN 55904