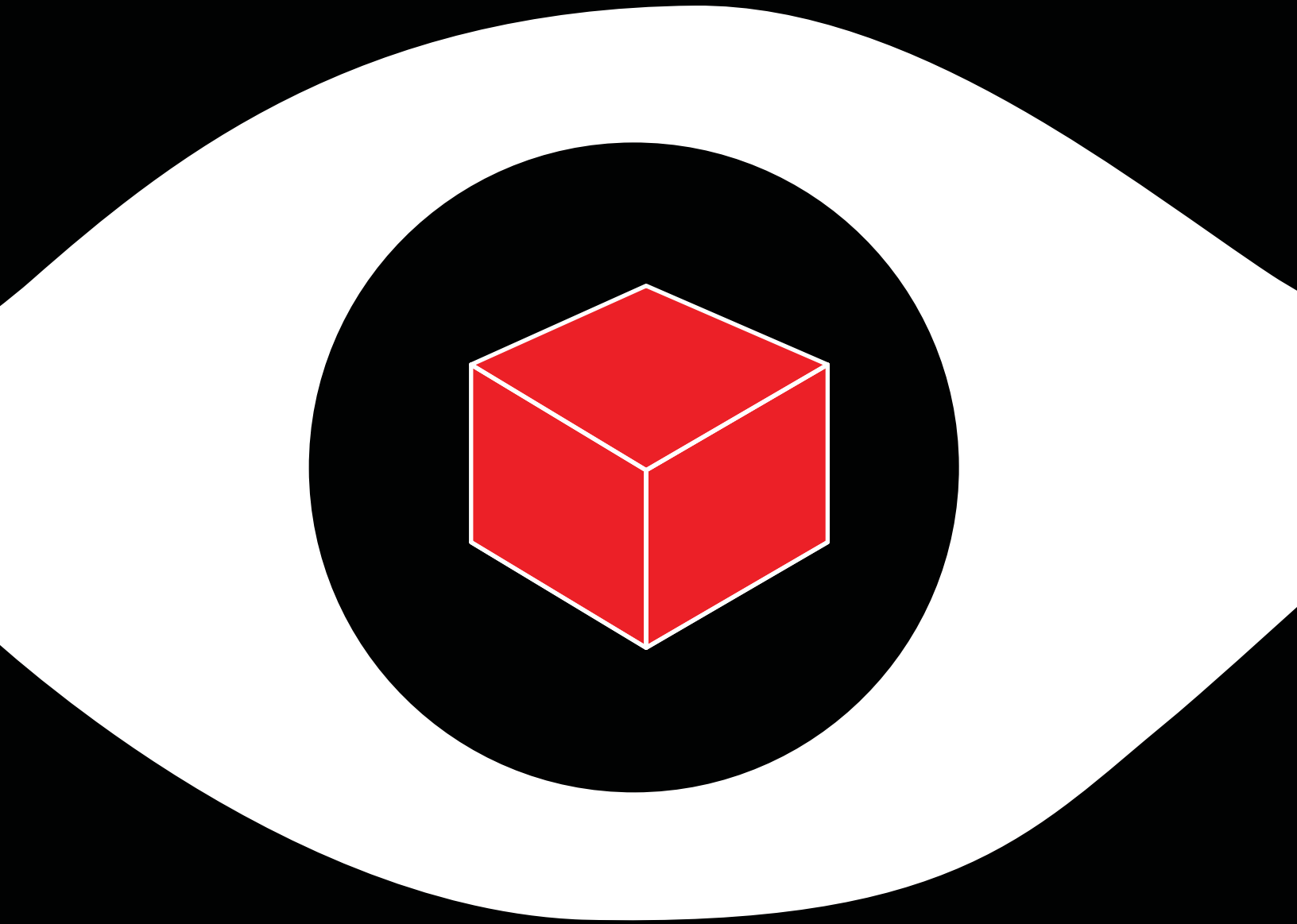


DON'T MISS YOUR CHANCE TO BE SEEN



EXHIBITOR2010^{22ND YEAR}
NEW PRODUCT SHOWCASE PROGRAM
Where the industry introduces its innovations

EXHIBITOR^{22ND YEAR}2010 NEW PRODUCT SHOWCASE

WHAT IS THE NEW PRODUCT SHOWCASE?

The New Product Showcase is the launching pad for the industry's hottest new products and services making their trade show debut at EXHIBITOR2010. Entrants become eligible for the prestigious Buyers Choice Award, recognizing the top new products of the year.

If you plan to promote your new product or service at EXHIBITOR2010 – the New Product Showcase will give you valuable exposure:

BEFORE THE SHOW

- Exposure in the EXHIBITOR2010 issue of EXHIBITOR magazine
- Placement on EXHIBITOR2010.com

AT THE SHOW

- New Product Designator for display in your exhibit
- A listing in the special "New Product" section in the Official Show Directory, distributed at EXHIBITOR2010
- Entry in the Buyers Choice Awards

AFTER THE SHOW

- Recognition in EXHIBITOR2010 follow-up press releases, distributed to industry media
- "Buyers Choice" winners will be profiled in EXHIBITOR magazine's post-show coverage

HOW DO I QUALIFY?

All of the following requirements listed below must be met before entry will be considered for judging.

1. The product/service must be introduced between January 1, 2009, and March 14, 2010.
2. The product/service must be available to the market no later than three (3) months after EXHIBITOR2010.
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, EXHIBITOR2009, TS2 2009, HCEA Annual Meeting, IAEEEM Expo!Expo!, MPI, Motivation Show, etc.)
5. New company launches are not eligible for the program.

WHAT ARE THE DEADLINES FOR ENTRY?

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

FRIDAY, DECEMBER 4, 2009

For inclusion in the show issue of EXHIBITOR magazine, the Official Show Directory, and online at Exhibitor2010.com

MONDAY, JANUARY 4, 2010

For inclusion in the Official Show Directory, and online at Exhibitor2010.com

THURSDAY, FEBRUARY 4, 2010

Is the final entry date into the New Product Showcase at EXHIBITOR2010. Submissions received on this date will be posted online at Exhibitor2010.com

WHAT ARE THE ENTRY REQUIREMENTS?

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:

- STEP 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.
- STEP 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)
- STEP 3.** Sales literature or a product brochure (if available)
- STEP 4. SEND ENTRY MATERIALS TO:** EXHIBITOR MEDIA GROUP, ATTN: NPS PROGRAM • 206 S. BROADWAY, STE. 745 • ROCHESTER, MN 55904 • kboehne@exhibitormagazine.com

New product showcase is a **FREE** service of EXHIBITOR2010

QUESTIONS? Please call or e-mail KELLY BOEHNE at EXHIBITOR:
(PHONE) 507.289.6556 • (FAX) 507.289.5253, (E-MAIL) • kboehne@exhibitormagazine.com

EXHIBITOR^{22ND YEAR}2010

EXHIBITOR2010^{22ND YEAR}

NEW PRODUCT SHOWCASE APPLICATION

Yes! We will participate in the EXHIBITOR2010 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 EXHIBITOR2010.

PLEASE FILL OUT THE FOLLOWING INFORMATION COMPLETELY (AS YOU WISH IT TO APPEAR). INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.

Company: _____ Booth#: _____ Manufacturer Dealer

Contact name & title: _____

Address: _____

City/State/Country/ZIP: _____

Phone: _____ Fax: _____

E-mail: _____ 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.

EXHIBITOR2010 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 EXHIBITOR2010. **I VERIFY THAT THE ABOVE INFORMATION IS ACCURATE:**

Name: _____ Date: _____

SEND ENTRY MATERIALS TO: EXHIBITOR MEDIA GROUP, ATTN: NPS PROGRAM • 206 S. BROADWAY, STE. 745 • ROCHESTER, MN 55904

QUESTIONS? Please call or e-mail KELLY BOEHNE at EXHIBITOR: (PHONE) 507.289.6556, (FAX) 507.289.5253, (E-MAIL) kboehne@exhibitormagazine.com

EXHIBITOR2010^{22ND YEAR}