

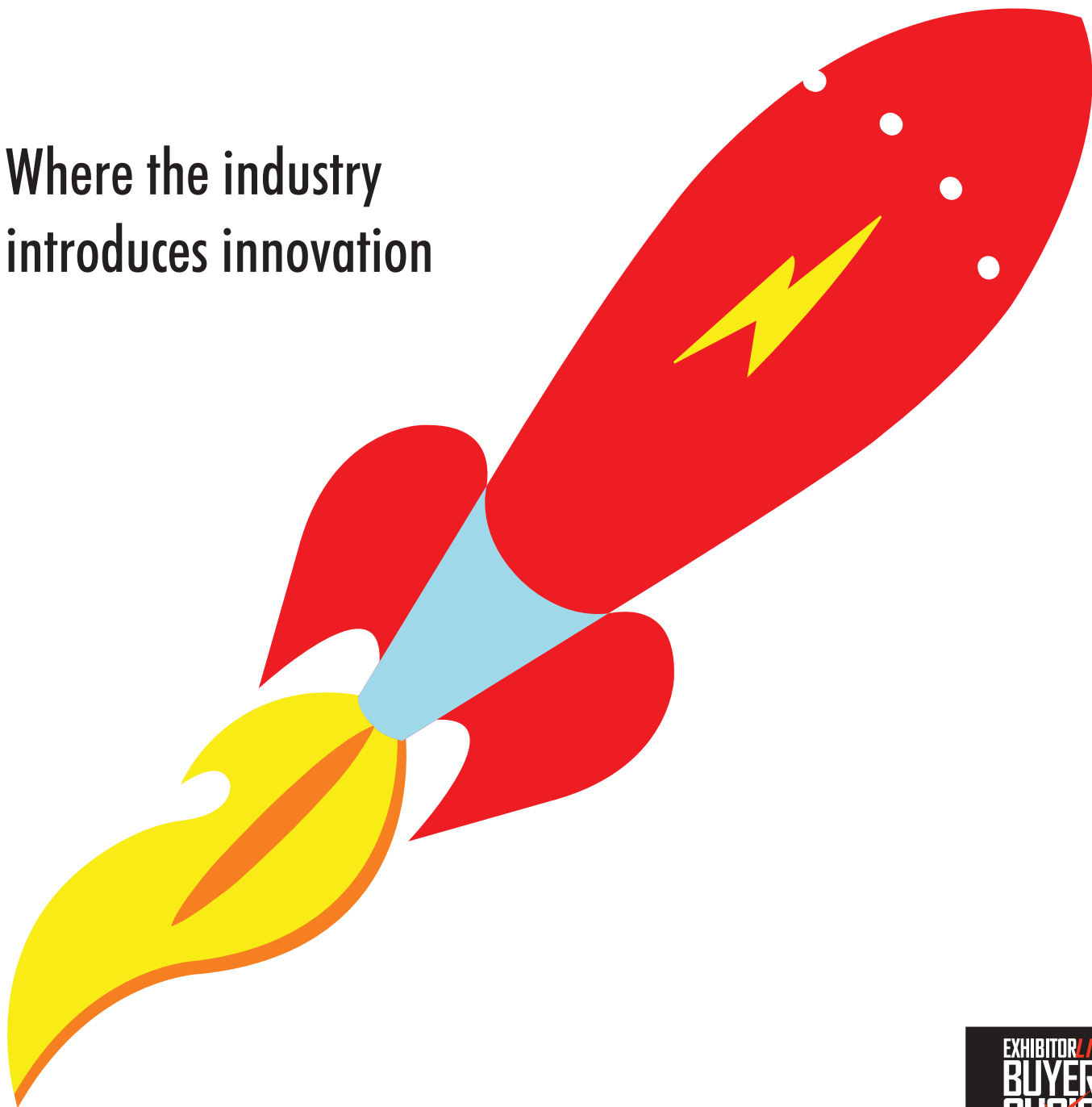
EXHIBITOR*LIVE*

NEW PRODUCT SHOWCASE PROGRAM

EXHIBITION: MARCH 13 - 15, 2017

MANDALAY BAY, LAS VEGAS

Where the industry
introduces innovation



Apply online at
www.ExhibitorLive.com/NewProducts

EXHIBITORLIVE NEW PRODUCT SHOWCASE

WHAT IS THE NEW PRODUCT SHOWCASE?

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

Plan now to promote your new product or service at EXHIBITORLIVE. The New Product Showcase will give you valuable exposure including:

BEFORE THE SHOW

- **FEATURED** – in the EXHIBITORLIVE March issue of EXHIBITOR magazine
- **PLACEMENT** – of product listing on ExhibitorLive.com
- **VISIBILITY** – promotional video opportunity for all NPS entrants (optional)

AT THE SHOW

- **IN YOUR BOOTH** – New Product designator sign for display in exhibit booth
- **LOCATION** – Your booth location is called out on a Map Handout leading customers, right to YOU!
- **CALL OUT** – A special listing of all new products and services featured on a kiosk in The Square at EXHIBITORLIVE
- **RECOGNITION** – All entrants of the NPS are in the spotlight. Winners of the Buyers Choice Awards will be honored as the top new products of the year

AFTER THE SHOW

- **BE HEARD** – Recognition in EXHIBITORLIVE follow-up press releases, distributed to industry media
- **BE SEEN** – “Buyers Choice” winners will be profiled in EXHIBITOR magazine's post-show coverage
- **BE AWARE** – Post-Show coverage on ExhibitorLive.com continues even after the show is over

HOW DO I QUALIFY?

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

1. You must be an exhibitor at EXHIBITORLIVE 2017 to participate in the NPS.
2. The product/service must be introduced between January 1, 2016, and March 13, 2017.
3. The product/service must be available to the market no later than three (3) months after EXHIBITORLIVE.
4. The product/service must be a new innovation. Line extensions (new colors or sizes of an existing product) will not qualify.
5. The product/service must not have appeared at any other domestic industry show (including, but not limited to, EXHIBITORLIVE 2016, HCEA Annual Meeting, EXPO! EXPO!, MPI, Red Diamond Congress, etc.)
6. New company launches are not eligible for the program.

WHAT ARE THE DEADLINES AND FEES FOR ENTRY?

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

MONDAY, NOVEMBER 7, 2016

For inclusion in the March issue of EXHIBITOR magazine and online at ExhibitorLive.com

Application Fee: \$195 (\$95 for each additional entry)

MONDAY, DECEMBER 5, 2016

For inclusion online at ExhibitorLive.com

Application Fee: \$250 for each entry

FRIDAY, JANUARY 6, 2017

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

Application Fee: \$300 for each entry

QUESTIONS? Please call or e-mail ANGIE FEIN at Exhibitor Media Group:
(PHONE) 507.289.6556 • (FAX) 507.289.5253 • (E-MAIL) NPS@exhibitorlivelive.com

EXHIBITORLIVE

WHAT ARE THE ENTRY REQUIREMENTS?

You must be an exhibitor at EXHIBITORLIVE in order to enter the New Product Showcase Program. The Buyers Choice Award jury will evaluate your entry based on the following materials.

STEP 1 Complete the New Product Showcase online entry form, and include payment by going to www.ExhibitorLive.com/NewProducts.
See *Step 4 for details*.

Submit a reply online to the following five judging criteria questions as it relates to your new product or service:

- Provide complete product description including dimensions, optional accessories, brand compatibility, etc.
- How is the design new and innovative?
- What are all possible applications of the new product or new service?
- What market need prompted the development of this new product or service? And how does it meet that need?
- How will this new product or service enhance the job of the exhibit professional? This may be a list of no more than 10 detailed, end-user benefits.

STEP 2 Photographs of the new product/service will be required.

- **A high-resolution photograph of the new product/service is required.** To ensure the highest quality, we accept digital files sized at a minimum of 1920 x 1080 (vertical) at 300 dpi. Digital files are accepted in TIFF or RAW format. The photo image will be sized for placement on www.ExhibitorLive.com and in EXHIBITOR magazine.
- **We do not accept Epson or color laser prints.** Do not submit artwork/logos/graphics by way of word processing or database software such as: Microsoft Word, Excel or PowerPoint, WordPerfect, Act, Filemaker Pro, etc., .jpg will not be accepted.

STEP 3 Product brochure (PDF) or online video (optional)

We encourage NPS entrants to submit a video of your new product or service. Videos will be displayed at www.ExhibitorLive.com, two weeks prior to show opening. To submit your video: Name your file with your company name and product. If under 10MB in file size, you may submit your video by email to NPS@exhibitoronline.com. Files over 10MB can be sent to us through a free web service such as www.wetransfer.com. We accept common video formats such as MOV, MP4, AVI or FLV. If your video is already on YouTube, send us the URL and we will download it.

STEP 4 Chose from one of these methods to submit materials:

Online: www.ExhibitorLive.com/NewProducts
Email: NPS@exhibitoronline.com
Mail: EXHIBITOR MEDIA GROUP
ATTN: NPS PROGRAM
310 S. BROADWAY, STE. 101
ROCHESTER, MN 55904

RULES

- You must be an exhibitor at EXHIBITORLIVE 2017 to enter the NPS
- Any entries rejected during the vetting process will be refunded
- Entry materials will not be returned
- When entering more than one new product or service application, please supply a separate application form for each entry, along with additional entry fee and materials
- By entering the New Product Showcase, entrants grant permission to reproduce the material and information entered in any magazine, book promotional material or online format produced by Exhibitor Media Group

QUESTIONS ABOUT ARTWORK REQUIREMENTS?

Please call or e-mail ANGIE FEIN at Exhibitor Media Group:
(PHONE) 507.289.6556 • (FAX) 507.289.5253
(E-MAIL) NPS@exhibitoronline.com

EXHIBITORLIVE