

# EXHIBITOR **LIVE**

## NEW PRODUCT SHOWCASE

EXHIBITION: NOVEMBER 1 - NOVEMBER 2, 2021

MANDALAY BAY, LAS VEGAS



**NEW**

· PRODUCT SHOWCASE ·

Where the industry introduces innovation



Apply online at  
[ExhibitorLive.com/NewProducts](https://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 October/November issue of EXHIBITOR magazine (deadline: August 9, 2021)
- **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 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 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 at the awards ceremony.

### 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 must be met before your entry will be considered for judging.

1. You must be an exhibitor at EXHIBITORLIVE.
2. The product/service must be introduced between January 1, 2019, and November 1, 2021.
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, HCEA Annual Meeting, EXPO! EXPO!, MPI, 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, AUGUST 9, 2021

For inclusion in the October/November issue of EXHIBITOR magazine and online at ExhibitorLive.com  
**Application Fee: \$195 (\$95 for each additional entry)**

### MONDAY, AUGUST 23, 2021

For inclusion online at ExhibitorLive.com  
**Application Fee: \$250 for each entry**

### FRIDAY, OCTOBER 15, 2021

This 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 ELIZABETH THEDENS at Exhibitor Media Group:  
(PHONE) 507.424.4885 • (FAX) 507.289.5253 • (E-MAIL) [NPS@exhibitorlive.com](mailto:NPS@exhibitorlive.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 remit payment by going to [ExhibitorLive.com/NewProducts](http://ExhibitorLive.com/NewProducts).  
*See Step 4 for details.*

Submit a reply online to the following five judging criteria as they relate 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 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 [ExhibitorLive.com](http://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. We will not accept .jpg files.

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

We encourage NPS entrants to submit a product brochure/catalog PDF or video of your new product or service. Videos will be displayed at [ExhibitorLive.com](http://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](mailto:NPS@exhibitoronline.com). Files over 10MB can be sent to us through a free file transfer service such as [wetransfer.com](http://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:** [ExhibitorLive.com/NewProducts](http://ExhibitorLive.com/NewProducts)

**Email:** [NPS@exhibitoronline.com](mailto: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 to enter the New Product Showcase.
- 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 NPS, entrants grant Exhibitor Media Group permission to reproduce the material and information entered in any magazine, promotional material or online format produced by EMG.

### QUESTIONS ABOUT ARTWORK REQUIREMENTS?

Please call or e-mail ELIZABETH THEDENS at Exhibitor Media Group:  
(PHONE) 507.424.4885 • (FAX) 507.289.5253  
(E-MAIL) [NPS@exhibitoronline.com](mailto:NPS@exhibitoronline.com)

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