



The New Product Showcase will once again be held at Display Week 2017 – Los Angeles. This new feature at Display Week is an opportunity for all exhibitors to place their new products in a dedicated area, to allow all show attendees to preview their new product(s) before visiting their booth. The New Product Showcase is a quick overview of what attendees will be able to see as they walk the entire show floor. This is an excellent opportunity for every exhibitor to gain additional exposure. This opportunity does not require any additional exhibitor staff as it is an unmanned presentation area.

### NEW PRODUCT SHOWCASE DISPLAY PACKAGES

**Tabletop Display:** this display provides an opportunity for buyers and media to get an up close look at your new product by viewing it for an added impact. Each tabletop space measures 2'D x 4'W and is free to all exhibitors for the first entry.

*You may include an information piece with your product (no larger than 8.5" x 11"). We recommend purchasing a Lucite frame to hold your marketing piece upright as these will not be supplied by Show Management.*

### NEW PRODUCT SHOWCASE RULES AND ENTRIES

We ask your cooperation in abiding by the rules established for the New Product Showcase. It may be necessary for Display Week staff to interpret and enforce the rules. To avoid problems and risk possible disqualification, **PLEASE READ AND REVIEW THE RULES CAREFULLY BEFORE SUBMITTING ENTRIES.**

#### A. ENTRY CATEGORIES

The only acceptable forms of entry are either:

1. **Product only.**
2. **Photograph/Poster only:** Photo/Poster must show only one product or one package. Photo/Poster entries may include promotional copy or pricing. Maximum size 8½" x 11"

#### B. ELIGIBILITY

1. Entries are limited to those companies currently exhibiting at Display Week 2017 and the products being displayed in an exhibitor's booth.
2. All products must be displayed in accordance with Display Week regulations.

#### C. LIMITATIONS

1. One literature/sell copy may be included with display. Maximum size 8½" x 11"
2. Electric is not included. Electrical power may be purchased through GES for an additional fee.
3. This opportunity does not require any additional exhibitor staff as it is an unmanned presentation area.

#### D. ENTRY DIMENSIONS

1. Product/Photo must be able to be displayed in a maximum 2'Dx 4'W tabletop.
2. Products/Photos larger than table capacity will not be accepted.
3. Approximate table limit: 2'D x 4'W and under 50 pounds.

#### E. FEES

1. There is no charge for the first new product.
2. Additional new product entries will be priced at \$50 each.

#### F. ON-SITE ENTRY CHECK-IN

1. **Entries must be hand delivered by exhibitor to the New Product Showcase May 22nd from 1:00 p.m. - 5:00 p.m.**
2. If special on-site assembly is required, exhibitor must provide personnel to do so. Labor availability and all costs associated with set-up and removal of entries are the responsibility of the exhibitor.
3. Exhibitor personnel checking entries in will be assisted by a member of the Display Week staff.

#### G. ENTRY DISPLAY

1. The New Product Showcase will be open for viewing to all attendees, press, and exhibitors during Display Week exhibit hours.
2. Display stands or mountings must not exceed the maximum designated display area or there will be an additional charge.
3. All entries must remain on exhibit for all three show days and all show hours.

#### H. SECURITY

1. Display Week official security company will be employed to guard the area on a 24-hour basis.
2. Display Week does not assume responsibility for losses by exhibitors from theft, damage, etc.

#### I. ON-SITE CHECK OUT

1. Exhibitors must show the following TWO (2) forms of identification: their Display Week badge and photo I.D. A staff member will collect the business card, and products will be released to respective exhibitor personnel only. We ask for this ID to protect exhibitors and their products. **THERE WILL BE NO EXCEPTIONS!** Entries must be picked up on Thursday, May 25<sup>th</sup> from 1:00 pm – 2:00 pm.
2. Exhibitors expressly agree that SID does not have any responsibility for the products displayed. Any products not picked up by 2:00 p.m. on Thursday May 25 will be donated to charity by SID.

**Questions? Contact Danielle Rocco, 646-226-7592, drocco@pcm411.com**



**New Product Showcase registration application and agreement**

You can sign up online at <http://www.displayweekregistration.org/events/dw2017-booth-sponsorships/event-summary-016eb4f959c4492d8071ad9c8ca44419.aspx> or complete the form below and return to Danielle at drocco@pcm411.com

Yes, my company would like to participate in the New Product Showcase 2017 – Los Angeles.

Company name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact name: \_\_\_\_\_ Email address: \_\_\_\_\_

Number of NPS entries (first product is free - \$50 for each additional): Circle one - 1 2 3 4 more: \_\_\_\_\_

Do you require electric (Electrical charges will apply)? Circle one - YES NO

Size of New Product Entry: \_\_\_\_\_

Weight of New Product Entry: \_\_\_\_\_

Signature: \_\_\_\_\_

**Questions?** Contact Danielle Rocco at drocco@pcm411.com