

# New Product Pavilion

## Deadline to be included in the New Product Pavilion Guide: January 22, 2010

**The number one reason dealers attend Ed Expo is to find new products.** At the 2009 Ed Expo, at least one representative from every attending dealer company walked through this pavilion which is designed to help dealers find those innovative, new products, plan their time in the exhibit hall, and assist them in their product research. No sales presentations are allowed in this area. The New Product Pavilion will have 24-hour security and exhibitors will be listed in a New Product Pavilion Guide that includes company name, contact information, booth number, product name, and a brief product description.

In order to participate, you must be an Ed Expo exhibitor whose new products are on display in your booth during the show. Products must be truly new. New packaging does not qualify—only new products introduced since the previous Ed Expo, no prototypes. The entry form must be received by NSSEA no later than January 22, 2010 to be listed in the guide. Forms received after that date will be listed in the Program supplement.

### How to Participate

1. Submit a completed entry form for each new product entry. Limit of five (5) new products per exhibitor.
2. Include the entry fee—\$75 per product for NSSEA members, \$150 per product for nonmembers. Your dues must be current at the time of the show to pay the member rates. This fee includes product signage and a New Product Pavilion directory listing.
3. Mail with check or fax with credit card information a copy of the entry form(s) to NSSEA.
4. You will be notified if your new product(s) is not accepted for any reason and a full refund will be issued.
5. Do not send any new products to the NSSEA office. Following acceptance, you will receive instructions for delivery and complete rules and regulations.

### Fees

\$75 per product for NSSEA members

\$150 per product for nonmembers

**Increase your new product exposure and save money on your online planner upgrade.** Participants in the New Product Showcase can upgrade to the Bronze level for just \$100 additional; upgrade to the Silver level for \$200, and upgrade to the Gold level for \$350.

### Profile Information

Company name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Name of product \_\_\_\_\_

Description (40 words or less to be published in the New Product Guide) \_\_\_\_\_

\_\_\_\_\_

Entry is (check only one):  Actual Product  Photograph (must be 8"x10" on 9"x12" black matte board)

Product Dimensions: Width: Ft. \_\_\_\_\_ In. \_\_\_\_\_ Height: Ft. \_\_\_\_\_ In. \_\_\_\_\_ Depth: Ft. \_\_\_\_\_ In. \_\_\_\_\_

### Payment

Enclosed is my check payable to NSSEA in the full amount of \$ \_\_\_\_\_.

Or charge to my  Visa  Mastercard  Discover  American Express

Card number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

### Mail to:

NSSEA  
8380 Colesville Road, Suite 250  
Silver Spring, MD 20910  
Fax credit card payments to  
301-495-7386

This amount is payment in full for \_\_\_\_\_ entry(s) in the 2010 Ed Expo New Product Pavilion.

Check here if you have included payment to upgrade your Online Planner to:  Bronze  Silver  Gold.

We certify that we will abide by the rules of the pavilion and that the product(s) has/have never been displayed at a previous Ed Expo.

Name \_\_\_\_\_ Title \_\_\_\_\_