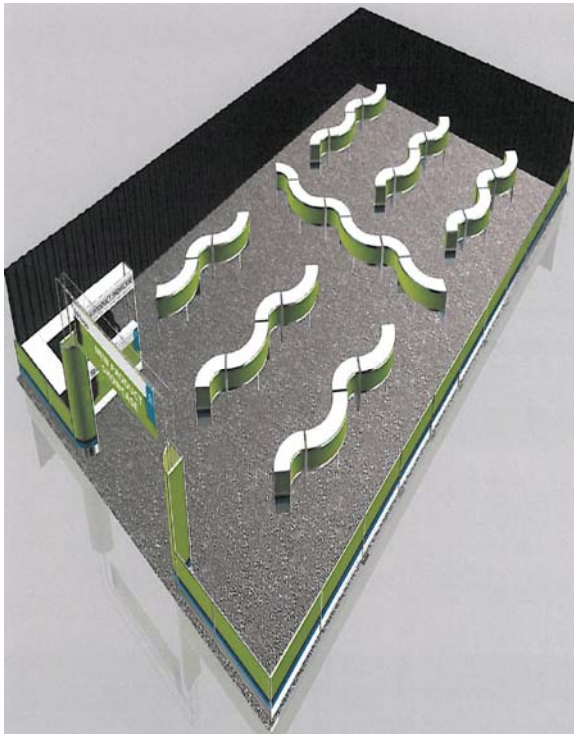


# Ed Expo '10 New Product Pavilion

In past show evaluations, NSSEA dealers have stated that one of the main reasons they attend the NSSEA Tradeshows is to find new products. This special area of the hall is designed to help dealers find new products and plan their time in the exhibit hall. The New Pavilion is a very popular feature at Ed Expo and is the perfect way to highlight your latest addition(s) and gain visibility with attendees.



## Participation Requirements

- You must be a 2010 Ed Expo exhibitor.
- New products submitted must be on display in the exhibitor's booth during the 2010 Ed Expo – no prototypes.
- Products must be truly new. New packaging does not qualify – only new products introduced since the previous Ed Expo.
- Entry form must be received by NSSEA no later than **February 26, 2010** to be included in the *2010 New Product Pavilion Guide*. Forms received after that date and prior to the supplement printing will be listed in the supplement.

The New Product Pavilion is designed to assist dealers in their product research. No sales presentations are allowed in this area. Instructions with an entry form follow.

## What is included

- Each Ed Expo dealer attendee will receive a *New Product Pavilion Guide* containing a listing of the new products.
- Each listing will include the participating company's name, booth number, product name and brief description. The company's contact information will also be included to facilitate contact by buyers after the Show.
- 24-hour security will be provided by NSSEA for your products in this area.

## ***Cost***

Each new product entry is \$75 for members and \$150 for nonmembers. This fee includes product name sign and a New Product Pavilion directory listing. Each Ed Expo exhibitor may exhibit up to five (5) different products in the New Product Pavilion. Your dues must be current at the time of the Show to pay the member rates.

## ***How to Participate***

1. Submit a complete 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.
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, for some reason, your new product(s) is not accepted and a full refund will be issued.
5. Do not send any new products to the NSSEA office. Ship with your other exhibit materials and bring the product(s) to the New Product Pavilion during exhibit set-up.



## ***New Product Pavilion Hours (same as exhibit hours)***

Thursday, March 18	9:00 AM – 5:00 PM
Friday, March 19	9:00 AM – 5:00 PM
Saturday, March 20	9:00 AM – 2:00 PM

Complete the following form now and send where indicated to participate the New Product Pavilion.



# Ed Expo

Orlando, FL • March 18–20, 2010

Face to Face:  
Stronger Together

# New Product Pavilion

**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.

## 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 \_\_\_\_\_