

Ed Expo 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 was designed to help dealers find new products and plan their time in the exhibit hall and is a very popular feature at Ed Expo. The New Product Pavilion is the perfect way to highlight your latest addition(s) and gain visibility with attendees.

Participation Requirements

- You must be a 2007 Ed Expo exhibitor.
- New products submitted must be on display in the exhibitor's booth during the 2007 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 **January 15, 2007** to be included in the *2007 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 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 product delivery and complete rules and regulations.

New Product Pavilion Hours (same as exhibit hours)

Thursday, March 1	9:00 AM – 5:30 PM
Friday, March 2	9:00 AM – 5:30 PM
Saturday, March 3	9:00 AM – 2:00 PM

New Product Pavilion Entry Form

The main reason dealers attend Ed Expo is to find new products. The New Product Pavilion is designed to help dealers find those 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 15, 2007 to be listed in the guide. Forms received after that date will be listed in the Program supplement.

**New Product Pavilion
Guide Deadline:
January 15, 2007**

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.
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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

This amount is payment in full for _____ entry(s) in the 2007 Ed Expo New Product Pavilion. 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

Mail to:

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