

New Product Showcase

THE #1 REASON BUYERS COME TO THE SHOW IS TO SEE NEW PRODUCTS AND SERVICES.

The Vacuum Dealers Trade Association and Sewing Dealers Trade Association New Product Showcase (NPS) brings an exciting array of the year's newest products together in one area for a review of what's new for floor care and sewing professionals. Your new product featured in this high-visibility showcase area means guaranteed exposure and increased traffic to your booth.

Categories:

Sewing Equipment under \$1,000
Sewing Equipment over \$1,000
Sewing Accessories

Floor Care Equipment under \$500
Floor Care Equipment over \$500
Floor Care Accessories

Miscellaneous Equipment under \$500
Miscellaneous Equipment over \$500
Miscellaneous Accessories

Rules and Regulations:

1. New product must have been introduced to the market after the 2009 VDTA/SDTA Show (March 15, 2009).
2. Participation is available to 2010 VDTA/SDTA Exhibitors only.
3. Companies may submit more than one product. Only one product per display space is allowed.
4. The New Product Showcase area is for displays only. Exhibitor personnel are not permitted in the display space during show hours.
5. Demonstrations and/or operation of products by exhibitors is prohibited in the New Product Showcase area. Attendees are encouraged to visit exhibitors' booths for demonstrations. Exhibitors may also sign up to give a demonstration on the Demo Stage in the exhibit hall.

Benefits of Displaying:

1. Print publicity of NPS in both pre- and post-show issues of Floor Care & Central Vac Professional and/or Sewing, Quilting & Embroidery Professional.
2. Use of the NPS logo in your pre- and post-show advertising.
3. Promotion of NPS in VDTA/SDTA email blasts and direct mail.
4. Listing in the NPS product preview section of our web site, linking to your product information.
5. Special designation within our online and onsite exhibitor lists.

Table Top Displays:

For a single tabletop product entry, you may purchase either a half table (3' wide x 2' deep x 3' high, 50 lb. weight max) or a full table (6' wide x 2' deep x 3' high, 100 lb. weight max). Anything larger will require a Free-Standing Floor Display.

This space includes an 8.5" x 11" sign with your company name, product description and booth #.

Free Standing Floor Display:

A single Free-Standing Floor Display is 4' wide x 4' deep x 8' high. This space includes a 11" x 17" sign with your company name, product description and booth #.

Display Space:

- Only one product per display space.
- Product brochures may be placed in display space; however, please consider how brochure will affect space required.
- Items may also be mounted to an easel or base to display the product. The size of the easels or bases, if required, must be included when determining entry dimensions.
- Exhibitors are responsible for fulfilling utility requirements. Electrical must be ordered on the New Product Showcase entry form and will be billed to the exhibitor.

Security:

- Security will be employed by Show Management in the New Product Showcase beginning at 2 pm, Wednesday, March 24, through 2 pm, Saturday, March 27 at 2p.m.
- Show Management does not assume any responsibility for losses by exhibitors from theft, damage, etc.
- No previews or tours of the entries will be permitted during non-show hours. Exhibitors, attendees and press may tour the showcase during show hours only.

Pre-Show Procedures:

Mail the enclosed New Product Showcase application form, including photo, description and payment to VDTA/SDTA. The earlier entries are received, the more exposure they will have in pre-show publications and the VDTA/SDTA web site.

Onsite Procedures:

- Delivery: Products may be delivered Wednesday, March 24 from 2-5pm. No entries will be accepted after 5 pm, Wednesday, March 24, 2010.
- Tabletop entries should be display ready, to be placed in the NPS area. All must be delivered by the exhibiting company's representative to the New Product Showcase during the aforementioned dates and times.
- Free-Standing Floor Display. If assistance is needed in moving equipment, please contact Shepard Exposition Services to arrange labor. You should plan to go to the NPS to position your entry.
- Exhibitor personnel will need to sign all product entries in and out, as well as have an Exhibitor Badge, and a business card to claim all products.

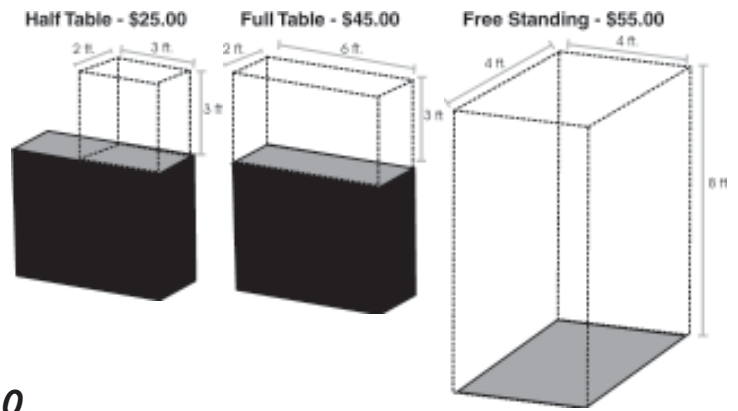
Onsite Procedures (continued):

- Pick up: All entries must be picked up Saturday, March 27, Noon-2pm or they will be discarded. Show Management is not responsible for unclaimed entries.

Costs:

- Half Table-Top — \$25.00
- Full Table-Top — \$45.00
- Free-Standing — \$55.00

Display Area Dimensions:



Please Return this form by Jan. 29, 2010



New Product Showcase Entry Form

For the VDTA/SDTA Trade Show - March 24 - 27, 2010 - Las Vegas, NV

Categories (please check one only. Use separate forms for each entry):

- | | | |
|---|---|--|
| <input type="checkbox"/> Sewing Equipment under \$1,000 | <input type="checkbox"/> Floor Care Equipment under \$500 | <input type="checkbox"/> Miscellaneous Equipment under \$500 |
| <input type="checkbox"/> Sewing Equipment over \$1,000 | <input type="checkbox"/> Floor Care Equipment over \$500 | <input type="checkbox"/> Miscellaneous Equipment over \$500 |
| <input type="checkbox"/> Sewing Accessories | <input type="checkbox"/> Floor Care Accessories | <input type="checkbox"/> Miscellaneous Accessories |

Display Area Required and Cost (please check one): *Note: Please contact VDTA/SDTA if other sized area needed.*

- Half Table-Top — \$25.00 Full Table-Top — \$45.00 Free Standing Display — \$55.00

Company Name: _____ Contact: _____

Address: _____ City: _____

ST/Prov: _____ Post Code: _____ Country: _____ EXHIBIT BOOTH # _____

Telephone: _____ Fax: _____ E-mail: _____

NAME OF ONSITE CONTACT: _____ CELL PHONE # _____

Name of Product Displayed: _____

New Product Description For Show Guide and pre-show publicity. (50 words or less. Attach separate sheet if necessary.) Please indicate your Copyright or Trademark if applicable. **Please include product photo.**

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Please return this form, with payment, to VDTA/SDTA, 2724 2nd Ave., Des Moines, IA 50313 or fax: 1-515-282-4483.