

# NEW PRODUCT SHOWCASE APPLICATION

## 2012 VDTA/SDTA Convention

Morial Convention Center, New Orleans, LA

February 27-29, 2012 (seminars begin February 26)

Return this form by November 15, 2011

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

The Vacuum and Sewing Dealers Trade Association New Product Showcase 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. Attending dealers will be given the opportunity to vote for the Best New Product from the following categories:

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

Sewing related       Floor Care related       Other

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

Half Table-Top - \$25.00       Full Table-Top - \$45.00

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Booth # \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

NAME OF ON-SITE CONTACT: \_\_\_\_\_ CELL PHONE #: \_\_\_\_\_

Name of Product Displayed: \_\_\_\_\_

To encourage participation, ballots will be used to draw for prizes. Check here  to donate your new product as a prize.

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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### **Rules and Regulations:**

1. New product must have been introduced to the market after the 2011 VDTA/SDTA Show (February, 2011)
2. Participation is available to 2012 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.

### **Benefits of Displaying:**

1. Print publicity of New Product Showcase in both pre and post-show issues of *Floor Care & Central Vac Professional* and/or *Sewing, Quilting & Embroidery Professional*.
2. Promotion in VDTA/SDTA email newsletters and direct mail.
3. Listing in the product preview section of our website, linking to your product information
4. Special designation within our online and onsite exhibitor lists
5. Trophies will be awarded to all winners.

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