



NEW PRODUCT SHOWCASE 2017

ACE Creates Special Opportunities with New Product Showcase

**Deadline to enter submissions for New Products Showcase is
FRIDAY, September 15, 2017, 5pm EDT.**

What is the New Products Showcase?

The New Products Showcase gives exhibitors the opportunity to highlight their newest lines while getting additional exposure for their products at ACE 2017 **at no additional charge; first come first served**. It is also an opportunity for attendees to see what's new and what's hot in the industry. They can look, study, compare, and contact you at your booth for more information and to place orders. This adds excitement to the Show and helps focus further attention on your products. The New Product Showcase was a hit again in 2016 and is back in 2017 by popular demand! It is sure to create even more buzz at ACE 2017.

Why should you participate?

By exhibiting in the New Product Showcase, your company benefits from dual exposure at your booth and at the display area. We provide you with the opportunity to introduce what's new and what's hot while simultaneously maximizing sales interest in your product. You will also be helping the industry put its best foot forward for our buyers and the media.

How do I enter the New Products Showcase?

Please complete the form on page 2. The New Product Showcase will be located in the **Westminster Hall down past the Saloon**. Your product will be on display in a showcase and space is limited - 2nd product submission will only be allowed after all 1st product submissions are considered. Please note that individual product location within the showcase is not guaranteed.

Show management reserves the right to position products in a fashion that best serves the interest of showcase presentation and the show in general. The display includes an 8.5"x 5.5" sign indicating company name, booth number, new product name and a short description of the product if provided. Electric power for entered products is not provided by ACE. If desired, it may be ordered through the official Show service provider at the participant's expense. Exhibitors are responsible for transporting the product to the show and retrieving the product upon the conclusion of the show. **Product must be received in the ACE Show Office Wed., Oct 11th, only during the hours of NOON-6pm.**

Responsibility for products submitted:

All participants will be responsible for transporting their entries to and from the New Products Showcase. ACE 2017, its committee and staff cannot be responsible for loss, damage or vandalism of any kind to individual products and/or displayed items. All items must be brought directly or arrange delivery to the **ACE Show Office Wed., Oct 11th, only during the hours of NOON-6pm or to the CTD Service Desk on Thurs. Oct 12th only during the hours of 3pm – 8pm for placement. Late submissions will not be allowed.** Exhibitors must remove their own display items between 1:00 and 3:00 p.m. on Saturday October 14th. Any items unclaimed after 3:00 p.m. will be donated to charity.

ACE New Product Showcase

October 12-14, 2017 – Embassy Suites, Kingston Plantation, Myrtle Beach, SC

DEADLINE TO SUBMIT IS 5pm SEPTEMBER 15, 2017

Please complete all sections of this form and sign. Please print legibly. All entries must be new or soon-to-be-released products to the market. You may enter up to 2 products per form for consideration. Please use a second form for additional items. Return form to: Atlantic Coast Exposition by either email or fax:

Email: info@AtlanticCoastExpo.com or Fax to 919-249-1394.

STEP 1: Enter Company Contact Information

All New Product Showcase correspondence will be directed to the person noted below.

Company Name: _____ Booth # _____

Contact Person: _____

Mailing Address: _____

City: _____ State: ____ Zip Code: _____

Contact Phone: (_____) _____ Contact Fax: : (_____) _____

Contact Email: _____ Company Web Site: _____

STEP 2: Enter information below for each product – MAX SIZE of SHOWCASE: 84”h x 48’ w x 18” deep

Product #1 Name: _____

Approximate Product Size Specs in inches: Height: _____ Width: _____ Depth: _____ Weight: _____

Description for Web Site and Signage (max. 350 characters):

Product #2 Name: _____

Approximate Product Size Specs in inches: Height: _____ Width: _____ Depth: _____ Weight: _____

Description for Web Site and Signage (max. 350 characters):

STEP 3: Submit a photo of each product. Photo(s) must be high resolution (300+ dpi) and show each entered product. No company logos or branding please. Email photo(s) to info@AtlanticCoastExpo.com.

TERMS & CONDITIONS

*The New Product Showcase will be located in the entry to the Westminster Hall across from the Beer Garden. Your product will be on display in a showcase and **space is limited** - 2nd product submission will only be allowed after all 1st product submissions are considered. Please note that individual product location within the showcase is not guaranteed. Show management reserves the right to position products in a fashion that best serves the interest of showcase presentation and the show in general. The display includes an 8.5”x 5.5” sign indicating company name, booth number, new product name and a short description of the product if provided. Electric power for entered products is not provided by ACE. If desired, it may be ordered through the official Show service provider at the participant’s expense. Exhibitors are responsible for transporting the product to the show and retrieving the product upon the conclusion of the show. **Product must be received in the ACE Show Office Wed., Oct 11th, only during the hours of NOON-6pm or to the CTD Service Desk on Thurs. Oct 12th only during the hours of 3pm – 8pm for placement. Late submissions will not be allowed***

STEP 4: I have read and understand the above New Product Showcase terms and conditions.

Date: _____ Signature: _____ (invalid without dated signature)