



NEW PRODUCT CENTER APPLICATION

January 19-22, 2010

Sands Convention Center, Las Vegas, NV, USA

NEW PRODUCT DIRECTORY *(Artwork deadline is Nov.28th, 2009)*

- | | |
|--|--|
| <input type="checkbox"/> Quarter Page 4/C..... \$ 735 | <input type="checkbox"/> Inside Front Cover 4/C \$ 4,725 |
| <input type="checkbox"/> Half Page 4/C..... \$ 1,050 | <input type="checkbox"/> Inside Back Cover 4/C \$ 4,725 |
| <input type="checkbox"/> Full Page 4/C \$ 2,200 | |
| <input type="checkbox"/> Back Cover 4/C \$ 5,145 | |

NEW PRODUCT CENTER DISPLAY *(Listing deadline is Nov. 28th, 2009)*

___ **Tabletop Display:** this display gives buyers and media a chance to get an up close look at your new product by touching it for an added impact. Each tabletop space measures 2' deep x 1' wide and price is \$430 PER PRODUCT. Additional costs will apply for additional products.

___ **Lucite Cabinet Display:** This display is fully enclosed to reveal your new product in a showcase locked case which measures 13"H x 18"W x 18"D and price is \$430 PER PRODUCT. Additional costs will apply for additional products.

___ **Customizable Floor Display:** This display gives large-size new products extra space to impress attendees. Each floor display measures 5'L x 5'W x 8'H and price is \$510. If your product exceeds this size you may purchase an additional Floor Display for \$485.

In addition to the display, your participation also includes a **FREE 50 words or less description** of each product printed in our New Product Directory. Make your New Product Directory listing POP with these two GREAT options... It's a noticeable difference.

___ **New Product listing with Photo \$190 (with the purchase of New Product display options above)**

___ **New Product Photo on web w/link.... \$190 (with the purchase of New Product display options above)**

What's next?

1. **Entering the number of New Products you will be featuring at the show in front of each Display option and/or ads purchased for the New Product Directory above.**
2. **Complete the application portion below, sign and fax this application to (203) 840-9445. Please don't forget to read all the rules and regulations on page two.**
3. **E-mail Jennifer Martin at jmartin@reedexpo.com your 50 words or less description NO LATER than Nov. 28th, 2009**

Contact Name _____

E-mail _____

Company Name _____ Booth Number _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

I certify that I am a duly authorized representative of my company and that I have read and agree that my company will be bound by the New Product Center rules and information (attached), that the new products entered conform to the eligibility requirements as specified in said rules and information and will be displayed in accordance to the SHOT SHOW display regulations.

Signature _____ Date _____

(Signature constitutes understanding of and agreement to comply with NPC Rules & Regulations on page 2)

4. LASTLY (please follow steps 1-3 above) Mail a copy of this application with your check made payable to 2010 SHOT Show to:

**Lock Box:
National Shooting Sports Foundation
P.O. Box 7247-7586
Philadelphia, PA 19170-7586**

**Overnight:
National Shooting Sports Foundation/Lockbox #7586
C/O Citibank Lockbox Operations
1615 Brett Road
New Castle, DE 19720**

Online: www.reedecheck.com

**QUESTIONS?
Call Michele Oppenheimer
(203) 840-5445**

**IMPORTANT!
Do not send products for display at this time.
Products are to be brought to the New Product Center area
by the exhibitor during show move-in.**

NEW PRODUCT CENTER RULES AND ENTRIES

We ask your cooperation in abiding by the rules established for the New Product Center. It may be necessary for SHOT SHOW staff to interpret and enforce the rules. To avoid problems and risk possible disqualification, PLEASE READ AND REVIEW THE RULES CAREFULLY BEFORE SUBMITTING ENTRIES.

A. ENTRY CATEGORIES

The only acceptable forms of entry are: 1. **Product only:** Point-of-purchase merchandisers are not eligible. Each unit in a product line is considered a **separate** entity. Additional colors of same product are considered additional entries and require separate fees.

2. **Photograph/Poster only:** Photo/Poster must show only one product or one package. Photo/Poster entries may not include promotional copy or pricing.

B. ELIGIBILITY

1. Entries are limited to those firms exhibiting at the 2010 SHOT SHOW, and the products being displayed in an exhibitor's booth.
2. To qualify as a "New" product, the submitted entry must have gone into production after the previous SHOT SHOW, or not have been shown in any previous SHOT SHOW.
3. New packaging for a product that is not new is not eligible.
4. All products must be displayed in accordance to SHOT SHOW display regulations.

C. LIMITATIONS

1. Literature/sell copy may not be displayed with the product, only spec sheets.
2. No electrical allowed for product display at any time.
3. You must be a paid exhibitor in the SHOT SHOW to participate in the NPC.

D. ENTRY DIMENSIONS

1. Product/Photo must be able to be displayed in a maximum 2'Dx 1'W tabletop. If your product is smaller you are not guaranteed the entire shelf in the showcase.
2. Products/Photos larger than table capacity will be charged a \$300 surcharge. Approximate table limit: 2'D x 1'W and under 50 pounds. Floor space max is 5' x 5'. Floor space is limited and available on first-come first-served basis. Please advise dimensions of floor space needed. Floor area not to exceed 5' x 5'. If product exceeds 5' x 5', you will have to pay an additional space fee.

E. ENTRY FORM

1. Entries must be submitted on the attached form. Return the entry form with your check to the SHOT SHOW.
2. DO NOT SEND MATERIALS THAT WILL BE DISPLAYED AT THE SHOW WITH THIS ENTRY FORM.

F. FEES

1. Checks should be made payable to SHOT SHOW/New Product Center.
2. Please note: \$300.00 surcharge for products larger than 2'Dx1'W.
3. No refunds will be made.

G. ON-SITE ENTRY CHECK-IN

1. Entries must be delivered by exhibitor to the New Product Center Located in Lobby F on Sunday January 17th from 9:00AM-5:00PM and Monday January 18th from 8:00AM-5:00PM

2. If special on-site assembly is required, exhibitor must provide personnel to do so. Labor availability and all costs associated with set-up and removal of entries are the responsibility of the exhibitor.
3. Exhibitor personnel checking entries in will be assisted by a member of the SHOT SHOW staff.

H. ENTRY DISPLAY

1. The New Product Center will be open for viewing to all attendees, press, and exhibitors during SHOT SHOW exhibit hours.
2. Entries will be displayed and identified by a sign listing exhibitor's name and booth number only. Full descriptions appear in the NPC Directory.
3. **Products must be displayed in a non-operational state, without hookups to any power source.** Display stands or mountings must not exceed the maximum 2'D x 1'W area or there will be an additional charge.

I. SECURITY

1. A reputable security firm will be employed to guard the area on a 24-hour basis.
2. The SHOT SHOW does not assume responsibility for losses by exhibitors from theft, damage, etc.

J. ON-SITE CHECK OUT

1. Exhibitors must show the following THREE forms of identification: their SHOT SHOW badge, business card and photo I.D. A staff member will collect the business card, and products will be released to respective exhibitor personnel only. We ask for this ID to protect exhibitors and their products. **THERE WILL BE NO EXCEPTIONS! Any products not picked up by 6:00 PM on Friday January 22nd will be donated to charity by the NSSF.**
2. **Entries must be picked up on Friday January 22nd from 4:00PM-6:00PM**
3. Exhibitors expressly agree that the SHOT SHOW does not have any responsibility for the products displayed.

**If you have any questions or need more information in the New Product Center, please contact: Michele Oppenhimer
Tel: (203) 840-5445 Fax: (203) 840-9445 E-Mail:
moppenhimer@reedexpo.com**

**Reed Exhibitions, SHOT SHOW, 383 Main Avenue, 2nd floor
Norwalk, CT 06851**

IMPORTANT INFORMATION

- **The deadline for listing in the NP Directory is Nov 28th, 2009**
- **Entries must be delivered by exhibitor to the New Product Center Located in Lobby F on Sunday January 17th from 9:00AM-5:00PM and Monday January 18th from 8:00AM-5:00PM**
- **Entries must be picked up on Friday January 22nd from 4:00PM-6:00PM**