



**NEW PRODUCT & GREEN PRODUCT
WORLD APPLICATION**
 May 4-6, 2010
 Las Vegas Convention Center, Las Vegas, NV, USA

NEW PRODUCT DIRECTORY (Artwork deadline is March 11th, 2010)

- | | | | |
|---|----------|---|----------|
| <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/GREEN PRODUCT WORLD DISPLAY (Listing deadline is March 11th 2010)

___ **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 **\$695 PER PRODUCT**.

___ **The additional costs of \$150 will apply per 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 **\$695 PER PRODUCT**.

___ **The additional costs of \$150 will apply per additional products**

___ **Customizable Floor Display:** This display gives large-size new products extra space to impress attendees. Each floor display measures 3'L x 3'W x 8'H and price is **\$750 PER PRODUCT**.

___ If your product exceeds this size you may purchase an additional Floor Display for **\$375**.

In addition to the display, your participation also includes a **New Product listing with a photo and 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 Photo on web w/link.... \$190 (with the purchase of New Product display options above)**

What's next?

- 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.**
- 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.**
- E-mail Stacy DosSantos at sdossantos@reedexpo.com your 50 words or less description NO LATER than March 11th 2010**

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 NHS 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 National Hardware Show to:

Lock Box:
National Hardware Show 2010
c/o Reed Exhibitions
P.O. Box 7247-7585
Philadelphia, PA 19170-7585

Overnight:
Citibank Delaware
Team 2 – Box 7585, OPS3
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/GREEN PRODUCT RULES AND ENTRIES

We ask your cooperation in abiding by the rules established for the New Product/Green Product World. It may be necessary for NHS 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 pricing. One is included with each display and many not exceed a standard letterhead size of 8 1/2" x 11".

B. ELIGIBILITY

1. Entries are limited to those firms exhibiting at the 2010 NHS 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 NHS SHOW, or not have been shown in any previous NHS SHOW.
3. New packaging for a product that is not new is not eligible.
4. All products must be displayed in accordance to NHS SHOW display regulations.

C. LIMITATIONS

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

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 \$150 surcharge. Approximate table limit: 2'D x 1'W and under 50 pounds. Floor space max is 3' x 3'. Floor space is limited and available on first-come first-served basis. Please advise dimensions of floor space needed. Floor area not to exceed 3' x 3'. If product exceeds 3' x 3', 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 NHS 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 NHS 2010/New Product/Green Product World.
2. Please note: \$150.00 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/Green Product World locations starting on Sunday May 3rdⁿ from 9:00AM-5:00PM through the morning of the show opening Tuesday, May 5th: 7:30- 8:45 A.M. We will not accept any products after 8:45.

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 NHS SHOW staff.

H. ENTRY DISPLAY

1. The New Product and Green Product World will be open for viewing to all attendees, press, and exhibitors during NHS 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 NPW 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 of \$150..

I. SECURITY

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

J. ON-SITE CHECK OUT

1. Exhibitors must show the following TWO forms of identification: their NHS badge, 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 Thursday, May 7th** will be donated to charity by Show Management.

2. Entries must be picked up on Thursday May 7th from 3:00PM-6:00PM

3. Exhibitors expressly agree that the NHS SHOW does not have any responsibility for the products displayed.

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

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

IMPORTANT INFORMATION

- The deadline for listing in the NP Directory is March 11, 2010
- All displays are allotted on a first-come-first-served basis. We will be staffed and ready to accept your products at the New Product World areas at 9:00 A.M. on Sunday, May 3, 2010 through the morning of the show opening Tuesday, May 5th: 7:30- 8:45 A.M. We will not accept any products after 8:45.
- Pick Up Time: Thursday, May 7th 3:00 PM and no later than 6:00PM