

**Contact your Medtrade Account Executive to enter your New Product Pavilion Entry NOW!**

**Enter online by Friday, January 24, 2014 and receive these marketing opportunities:**

- Inclusion of your new product display(s) in the New Product Pavilion at Medtrade Spring 2014.
- Inclusion of your new product displayed under your company profile on Medtrade Connect.
- Recognition in the "New Product Pavilion" section of the Show Directory\*.
- Opportunity for your product(s) to win three New Product Pavilion Awards.

**\*Due to publication deadlines entries received after Friday, January 24, 2014 will not be featured in the Show Directory, but will receive all other promotional opportunities.**

## **RULES & REGULATIONS**

### **A. Eligibility & Cancellation Policies**

- Entries are limited to companies exhibiting in Medtrade Spring 2014 in Las Vegas.
- To qualify as a New Product, entries must have been introduced to the marketplace after Medtrade Spring 2014.
- The product entry must also be displayed in the exhibitor's Medtrade Spring 2014 booth.
- Prototypes and mockups are not acceptable forms of entry and will be disqualified.
- Should an exhibitor cancel their exhibit space, their reservation in the New Product Pavilion will also be canceled. All rules regarding cancellation fees, as stated in your Exhibit Space Contract, apply to the New Product Pavilion.

### **B. Entry Categories and Dimensions**

- Product entries that are within the dimensions of 4' wide, 2' deep and 3' high and/or less than 75 pounds in weight will be considered a tabletop entry. Entries outside of these dimensions and/or weight will be given floor space to display within the pavilion.
- Due to space constraints, it may not be possible to provide a full table for every individual product. Smaller products may be required to share table space.
- Product entries such as decorative hardware are considered one entry, provided they remain within the dimensions of the allotted space for an individual entry.
- Size of easels or bases must be included when determining entry dimensions.

### **C. Entry Forms**

- To participate in the New Product Pavilion, please contact your Medtrade Account Executive.
- Product entries must be personally delivered to the New Product Pavilion (See Item "E").
- A sign may be substituted for the actual product. In this event, one (1) sign is allowed per paid product entry and must not exceed the maximum dimensions of 36" wide, 24" high and 12" deep.
- A small informational sign may also be used to enhance your product. In this event, the sign should be limited to one (1) 8.5" x 11" sheet inside a stand or frame provided by the participant and approved by Medtrade management.
- No brochures, information pamphlets, posters, business cards, take-aways of any kind or signs other than allowed above are permitted to accompany your product entry. Attendees will be encouraged to visit exhibitors' booths for additional information.
- Medtrade management has the sole discretion on what is deemed an inappropriate marketing or promotion. Companies in violation will be disqualified and have their product(s) removed for the New Product Pavilion.

### **D. Fees and Entry Deadline**

- **The entry fee is \$500 per product.**
- Payment must be made in full prior to delivery of your product to the New Product Pavilion.
- Entries must be received by **Friday, January 24, 2014** to receive all promotional opportunities. Entries after this date will be accepted but will not be included in the "New Product Pavilion" section of the Show Directory.

### **E. On-Site Check-In and Check-Out of Entries**

- Exhibiting firm's representative must deliver entries to the New Product Pavilion on Monday, March 10, 2014 between the hours of 12:00pm - 5:00pm. No entries will be accepted on Tuesday, March 11, 2014.
- For security purposes, the exhibiting firm's representative must present both their Medtrade 2014 Exhibitor Badge and a business card for identification. Products will be released only to respective exhibitor personnel.
- Should exhibitors need to exchange or replace a New Product Pavilion entry, this may be done before or after show hours only, following the above security precautions.
- Entries must be picked up Wednesday, March 12, 2014 between 3:00pm and 5:00pm.

- Exhibitors expressly agree that Show Management takes no responsibility for entries not claimed by 5:00pm on Wednesday, March 12, 2014.

## **F. Entry Display**

- Included with each product entry is a tent card indicating product name, company name, booth number and a QR Code to the exhibitor's Medtrade Connect profile page. These will be displayed with your entry once it has been delivered and set up in the New Product Pavilion.
- **Products must be displayed in a non-operational state, without connections to any utilities. Electricity will not be available in the New Product Pavilion.**
- If special on-site assembly is required, exhibitor must provide personnel to do so. Labor and costs associated with setup and removal of entries are the responsibility of the exhibitor.
- Demonstrations and/or operating of items are prohibited in the New Product Pavilion. Attendees are not allowed to touch or operate items in the New Product Pavilion but are encouraged to visit exhibitors' booths for demonstrations.
- Items may be mounted to an easel or base to display products. Exhibitors must supply easels and/or bases.

## **G. Award Voting**

- All New Product Pavilion entries are eligible to win any of the three New Product Pavilion Awards: Innovation Award, Providers' Choice Award and Merit Award.
- Voting will be held in the New Product Pavilion on Tuesday, March 11 from 10:00am-5:00pm.
- Attendees and Press will be allowed to vote for award winners. Exhibitors are not permitted to vote for New Product award recipients.
- Award winners will be announced and awards presented on Wednesday, March 12.

## **H. Security**

- Security will be employed by Show Management in the New Product Pavilion to guard entries on a 24-hour basis beginning Monday, March 10, 2014 at 12:00 pm until Wednesday, March 12, 2014 at 5:00 pm.
- Emerald Expositions (Medtrade Spring Show Management) does not assume any responsibility for losses by exhibitors from theft, damage, etc.
- Photography and/or video recording will not be permitted in the pavilion.
- No previews or tours of the entries will be permitted during check-in. Exhibitors, attendees and press may tour the pavilion during show hours.
- Products may not be touched, handled, or demonstrated by visitors to the New Product Pavilion.
- It is recommended that exhibitors with smaller New Product Pavilion entries that could be mistaken as samples take steps to avoid the product being mistakenly taken by visitors to the New Product Pavilion.

## **I. Indemnification**

- Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to Emerald Expositions), and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation or presence at the Event, (b) any breach by Exhibitor of any of agreements, covenants, promises or other obligations under this contract, (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract, (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right, (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor, (f) harm or injury (including death) to Exhibitor, (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of nature, theft, mysterious disappearance or otherwise.

**We solicit the cooperation of all participating exhibitors in abiding by the rules established for the New Product Pavilion. These rules are for the protection of the exhibitors' products and to ensure the display of the products in a professional, business-like setting.**

**Kari Nylund**  
Companies #, A-H  
Sales Account Executive  
770-291-5444  
[kari.nylund@emeraldexpo.com](mailto:kari.nylund@emeraldexpo.com)

**Dena Pickard**  
Companies I-Z  
Sales Account Executive  
770-291-5406  
[dena.pickard@emeraldexpo.com](mailto:dena.pickard@emeraldexpo.com)