

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

Enter online by Friday, October 9, 2015 and receive these marketing opportunities:

- Inclusion of your new product(s) in the New Product Pavilion at Medtrade 2015 along with signage to include product name, company name, booth number and product description.
- Inclusion of your new product(s) in your company profile on Medtrade Connect and the New Product Pavilion section of medtrade.com.
- Recognition in the "New Product Pavilion" section of the Show Directory or Show Directory Addendum*.
- Opportunity for your new product to win one of three New Product Pavilion Awards.

***Due to publication deadlines, entries received after Friday, September 11, 2015 are unable to be featured in the Show Directory but will be listed in the Show Directory Addendum.**

RULES & REGULATIONS

A. Eligibility & Cancellation Policies

- Entries are limited to companies exhibiting in Medtrade 2015 in Atlanta.
- To qualify as a New Product, entries must have been introduced to the marketplace after Medtrade 2014.
- The product entry must also be displayed in the exhibitor's Medtrade 2015 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 participant 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.
- Payment and entry of all product information must be received by **Friday, October 9, 2015** to be included in the "New Product Pavilion" section of the Show Directory. Entries after this date will be included in the Show Directory Addendum.
- All payments must be made and all information entered online by **Friday, October 9, 2015** in order to be included in the New Product Pavilion onsite and receive onsite promotional opportunities.

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

- Exhibiting firm's representative must deliver entries to the New Product Pavilion on Monday, October 26, 2015 between the hours of 12:00pm - 5:00pm.
 - For security purposes, the exhibiting firm's representative must present both their Medtrade 2015 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 Thursday, October 29, 2015 between 1:00pm and 3:00pm.
 - Exhibitors expressly agree that Show Management takes no responsibility for entries not claimed by 3:00pm on Thursday, October 29, 2015.

F. Entry Display

- Included with each product entry is a tent card indicating product name, company name, booth number and product description. 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 is 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 the Gold, Silver or Bronze New Product Pavilion Award as voted by Medtrade attendees.
- Voting will be held in the New Product Pavilion on Tuesday, October 27 and Wednesday, October 28 from 10:00am-4:00pm.
- 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 Thursday, October 29.

H. Security

- Security will be employed by Show Management in the New Product Pavilion to guard entries on a 24-hour basis beginning Monday, October 26, 2015 at 12:00 pm until Thursday, October 29, 2015 at 4:00 pm.
- Emerald Expositions (Medtrade 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.