

## IFTD New Product Showcase

Deadline: September 18, 2019, 5 p.m. MST



### NEW PRODUCT SHOWCASE

If you introduced a new product after the 2018 IFTD show, or have one ready to debut for 2019, the New Product Showcase provides a venue for highlighting your latest fly fishing innovation while gaining potent visibility with retailers, buyers and media. All products are automatically entered in the Best of Show category, the award for which will be sure to draw significant attention to your product and company.

### VOTING & AWARDS

Voting is limited to registered retailers/buyers/guides and credentialed Media-Editorial attending IFTD (all of whom must have badges to enter the Showcase area). Each company is permitted one vote. Voting begins on Wednesday October 16<sup>th</sup> 9 a.m. and closes Thursday, October 17<sup>th</sup> at 2 p.m. Category awards will be announced at the Party at the Pond on Thursday at 5 p.m.

### DIRECTIONS FOR SUBMISSION

Review the rules and fill out the New Product Showcase form. There is no entry fee to enter.

***The deadline for submitting your New Product Showcase entry form is Friday, September 18<sup>th</sup>, 2019. No exceptions.***

### Product Pick-Up

Products must be retrieved from the New Product Showcase by 4 p.m. on Friday, October 18<sup>th</sup>, two hours after the show officially closes. Exhibitor identification will be required to remove products from the Showcase. If products are left, they will be considered "donated." Twenty-four hour security is provided at the NPS for the duration of the show. All products are left at the manufacturer's risk. AFTA/IFTD are not liable for theft or damage to products.

### 2019 IFTD NEW PRODUCT SHOWCASE OFFICIAL RULES

1. You must be an IFTD 2019 exhibitor to place an entry in the New Product Showcase.
2. **Submission Deadline.** Your entry form must be received by September 18<sup>th</sup> in order to have your product included in the showcase. Entry forms will not be accepted after the deadline. No exceptions.
3. **Definition of "New."** The product must be new for 2019/2020. The product must not have been sold at any level of distribution before July 14, 2018. The product must not have appeared in any product catalog prior to that date. All new product entries are subject to IFTD approval. IFTD reserves the right to remove/disqualify any product that it believes does not qualify as new.

*Note that minor changes such as color, size, weight, pattern, hook size, packaging and other subtle modifications do not constitute a new product.*

4. **Categories and Number of Entries.** A product can be submitted in no more than **TWO** categories. Within a single category, you may submit a maximum of **TWO** products.
5. **Product Delivery.** New products must be delivered to the New Product Showcase on Monday, October 14<sup>th</sup>, between 2 p.m. and 5 p.m. or Tuesday, October 15<sup>th</sup>, between 9 a.m. and 5 p.m. No products will be accepted after 5 p.m. on Tuesday, October 15<sup>th</sup>. **No exceptions.**
6. **Display Guidelines.** Product placement will be determined by the IFTD staff. Products may be displayed with packaging as they would be at retail point of sale. Additional displays and signage aside from the product ID card are prohibited.
7. **Exhibitor Protocol.** Exhibitors are not permitted inside the New Product Showcase during set-up hours or the voting period. Showcase hours will be posted prominently on the show floor. ***Exhibitors may not explain products in the NPS area. Product promotion and order writing is prohibited in the New Product Showcase at all times. Product presentations are to be conducted in exhibitor booths.***