

Please contact your Medtrade Account Executive to enter your new product(s)

Enter online by Friday, October 6, 2017 and receive these marketing opportunities:

- Inclusion of your new product(s) in the New Product Pavilion at Medtrade 2017 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 8, 2017 are unable to be featured in the Show Directory but will be listed in the Show Directory Addendum.**

RULES & REGULATIONS

A. Eligibility & Cancellation Policies

- All product information must be entered into Medtrade Connect by Friday, October 6, 2017.
- Entries are limited to companies exhibiting in Medtrade 2017 in Atlanta.
- To qualify as a New Product, entries must have been introduced to the marketplace after Medtrade 2016.
- The product entry must also be displayed in the exhibitor's Medtrade 2017 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 will fit on a 24 inches wide by 24 inches deep pedestal and/or weigh less than 75 pounds will be considered pedestal entries. 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 pedestal for every individual product. Smaller products may be required to share pedestal 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 to enter your new product(s).
- Product entries must be personally delivered to the New Product Pavilion on Monday, October 23, 2017 between the hours of 10:00am - 4:00pm (See Item "E"). Products delivered after this are not guaranteed to be placed within the New Product Pavilion in time for show opening.
- 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 24 inches wide, 24 inches deep, and 24 inches high.
- 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 \$600 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 6, 2017** 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 6, 2017** 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 23, 2017 between the hours of 10:00am - 4:00pm. Products delivered after this are not guaranteed to be placed within the New Product Pavilion in time for show opening.
- For security purposes, the exhibiting firm's representative must present both their Medtrade 2017 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, October 25, 2017 between 5:00pm and 7:00pm.
- Exhibitors expressly agree that Show Management takes no responsibility for entries not claimed by 7:00pm on Wednesday, October 25, 2017.

F. Entry Display

- Included with each product entry is an information card indicating product name, company name, and booth number. This card will either be affixed to the pedestal or placed on your product. 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 24 from 10:00am-5:00pm and Wednesday, October 25 from 10:00am-3:00pm.
- 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, October 25 between 4:00pm-5:00pm.

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 23, 2017 at 10:00am until Wednesday, October 25, 2017 at 7:00pm.
- 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.