

February 11-13, 2020

### ***New Product Showcase***

- Are you introducing a product or service that offers a new or unique advantage or characteristic, and is available for sale by the 2020 Trade Show? If so, the IHC New Products Showcase is for you.
- Unveil Your New Products. Help your target audience find your newest and best products. Limited to the first twenty responses....FREE THIS YEAR!
- The Indiana Horticultural Conference and Expo is pleased to promote at the 2020 Trade Show – the NEW PRODUCTS SHOWCASE. New products and services introduced to the U.S. Midwest market in 2019 or 2020 will be featured on the showcase stage, and at [www.IndianaHortConference.org](http://www.IndianaHortConference.org).
- Want to be featured at the trade show?
  - Submit your application for the New Product Showcase to receive: • Targeted visibility in the IHC trade show hall on February 12–13, 2020
- Gallery style display space for your new product (space is limited)
- Selection Criteria:
  - Improves grower or industry practices or products
  - Offers a new/unique advantage or characteristic
  - New to the US/Midwest market in 2019 or 2020
  - Available for sale by the 2020 IHC Trade Show
  - A maximum of 4 ft. x 4 ft. (if larger, please contact us at [InHortConference@purdue.edu](mailto:InHortConference@purdue.edu))
  - Must be a paid in full 2020 IHC exhibitor. Submissions If you would like to submit your product(s), please complete the enclosed/download the New Product Showcase Application form and email/fax to the below contact information. Limit 2 products per exhibiting company.
  - Deadline: December 31, 2019
  - Indiana Horticultural Conference and Expo
  - Attn: New Products Showcase
  - Email to [InHortConference@purdue.edu](mailto:InHortConference@purdue.edu)
  - Each submission must include one or more digital photos of the product.
- Follow the four steps on the following pages to submit a product.



# Indiana Horticultural Conference & Expo

www.indianahortconference.org



Extension

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## NEW PRODUCT SHOWCASE APPLICATION

**Step 1:** Please complete all sections of this form. Please print legibly. Enter Company Contact Information All New Product Showcase correspondence will be directed to this person.

Company Name \_\_\_\_\_ \

Booth # \_\_\_\_\_ Visit [www.indianahortconference.org](http://www.indianahortconference.org) for trade show map information

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Phone (\_\_\_\_) \_\_\_\_\_ Contact Fax:(\_\_\_\_) \_\_\_\_\_

Contact Email \_\_\_\_\_

Company Web Site \_\_\_\_\_

Print Authorized Signature \_\_\_\_\_

Signature \_\_\_\_\_

**STEP 2:** Enter information below for each product – space per product is limited to a 4’ x 4’ area. Product #1 Product Name:

Approximate Product Size Specifications: Height \_\_\_\_\_ Width \_\_\_\_\_

Depth \_\_\_\_\_ Weight \_\_\_\_\_

Product Description for Web Site and Signage (max. 350 characters):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

IHC 2020 New Product Showcase 2 Product #2 Product Name:

Approximate Product Size Specifications: Height \_\_\_\_\_ Width \_\_\_\_\_

Depth \_\_\_\_\_ Weight \_\_\_\_\_

Product Description for Web Site and Signage (max. 350 characters):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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**STEP 3:** Submit a photo of each product Photo(s) must be high resolution (300+ dpi) and show each entered product. No company logos or branding please. Email photo(s) to:

[INHortConference@purdue.edu](mailto:INHortConference@purdue.edu)

**TERMS & CONDITIONS** (please read) The New Product Showcase will be located in an area that creates maximum exposure for each item. Your product will be on display on a table or floor area. Please note that individual product location within the showcase is not guaranteed. Show management reserves the right to position products in a fashion that best serves the interest of showcase presentation and the show in general. The display includes a 4'x4' maximum space, an 8 1/2" x 11" sign indicating company name, booth number, new product name and a short description of the product if provided. Show Management does not provide electric power for entered products. If desired, it may be ordered through the official show service provider at the participant's expense. Your product will be included in the official show guide distributed at the show and in a list of products and companies on a dedicated page of the official show web site if application is submitted by December 31, 2019. All entries are final. Exhibitors are responsible for transporting the product to the show and retrieving the product upon the conclusion of the show. Depending on weight and size of product, placement arrangements will be the responsibility of the exhibitor.

**STEP 4:** Signature and Date (Application invalid without dated signature) I have read and understand the above New Product Showcase terms and conditions.

Signature \_\_\_\_\_

Date \_\_\_\_\_