

September 26 – 28, 2007 International Centre, Toronto, Ontario, Canada

# **New Product Showcase Program**

Submit your company's new products for the Automechanika Canada 2007 *New Product Showcase* Program for ultimate show exposure! We are pleased to offer the program benefits in one easy package.

# Enter by August 24, 2007 and receive the following marketing opportunities:

- Inclusion of your new product display(s) in the New Product Showcase at Automechanika Canada 2007
- Complimentary identification sign with your company name, product name, and booth number
- Recognition on the Automechanika Canada website <u>www.AutomechanikaCanada.ca</u>; to include photo of your product and link to your company's website
- Inclusion in the "New Product Showcase Press Preview" distributed to preregistered press
- Inclusion in the on-site New Product Showcase flyer, distributed among thousands of attendees
- Inclusion in an attendee newsletter highlighting on-site events distributed to preregistered trade visitors

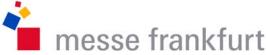
Participate in Automechanika Canada's *New Product Showcase* and gain exposure for your latest products *before*, *during* and *after* the show!

**Defined Product Category Codes:** 

PS Parts & Systems	AT Accessories & Tuning
RM Repair & Maintenance	SS Service Station & Car Wash
TW Tires & Wheels	









Copy this form for additional entries.

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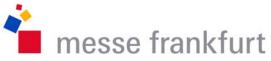
New Product Snowcas	se Entry Form						
Authorized Representative:							
Company Name / Booth Nur	nber:						
Address:							
City:							
Country:		Postal / Zip Code:					
Phone:		Fax:					
E-mail:							
PRODUCT INFORMATION							
Name of Product:							
Product Description (No m	ore than 30 word	ls):					
Two Letter Product Categor See the defined product cate							
Product Dimensions & We	ight: Length	н	eight	Width	Weight		
☐ I am including a photo* fo *Photo must be 300 dpi CMYK in	r use with my prod a TIFF format with the	uct descri e width scal	ption – Email: ed to 2"				
☐ A representative will be at product samples displayed.							
ORDER & PAYMENT INFO	RMATION						
☐ New Product Showcase F	rogram	Qua	ntity	_ @ C\$10	00 =		
□VISA	□MasterCard		□American E	xpress	□Cheque		
Credit Card #:			1		Exp. Date:		
Name As It Appears on Card:							
Signature of Card Holder:							

**Deadline: August 24, 2007** Please Fax to: 770.984.8023 -or-

Mail: Messe Frankfurt, Inc. • 1600 Parkwood Circle, Suite 515 • Atlanta, GA 30339









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## New Product Showcase Rules for Entry

## A. Eligibility & Cancellation Policies

- 1. Entries are limited to companies exhibiting in Automechanika Canada 2007.
- You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
- Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

#### B. Entry Categories & Dimensions

 Dimensions of each entry are required on the New Product Showcase application form. Please contact Show Management if your product exceeds this space requirement.

#### C. Application Forms

- Participants in the New Product Showcase must complete, sign and submit an application form with full payment, if applicable.
- A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital
  photo of the product (\*Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2") must also be
  submitted.

#### D. Fees & Entry Deadlines

- 1. C\$100 for each product entered into the New Product Showcase.
- Credit cards and checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.
- 3. Application form and full payment must be received by August 24, 2007.

### E. On-Site Check-In & Check-Out of Entries

- Products must be delivered to the New Product Showcase on September 25, 2007 between the hours of 9:00

   a.m. and 12:00 Noon. Show Management must approve any other delivery times in writing. No entries will be accepted on September 26, 2007.
- 2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge, business card and delivery / removal pass. A confirmation package with delivery / removal passes will be sent to the contact prior to the show.
- 3. Entries must be picked up on September 28, 2007 between the hours of 3:00 p.m. and 4:00 p.m. All products not picked up by 4:00 p.m. will be discarded.

### F. Entry Display

- 1. Included with each product entry is an identification sign indicating company name, booth number, and product name. This information will be taken directly from the company's New Product Showcase application form.
- 2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the participating exhibitor.
- 3. No additional literature or information is permitted with the product display.
- 4. Entries must be personally delivered to the New Product Showcase.

## G. Security

- Security will be employed by Show Management in the New Product Showcase on a 24-hour basis beginning on September 25, 2007 at 12:00 Noon. For additional security arrangements, please contact show management.
- Messe Frankfurt, Inc. (Automechanika Canada Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
- 3. Photography is not permitted.
- 4. Products may not be touched, handled or demonstrated by visitors to the New Product Showcase.





