

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 – www.AutomechanikaCanada.ca; to include photo of your product and link to your company's website
- Inclusion in the "*New Product Showcase Press Preview*" distributed to pre-registered 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 pre-registered 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	

New Product Showcase Entry Form

Authorized Representative: _____

Company Name / Booth Number: _____

Address: _____

City: _____ State / Province: _____

Country: _____ Postal / Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

PRODUCT INFORMATION

Name of Product: _____

Product Description (No more than 30 words):

Two Letter Product Category Codes (Please choose one): _____

See the defined product category codes list on the previous page

Product Dimensions & Weight: Length _____ Height _____ Width _____ Weight _____

☐ I am including a photo* for use with my product description – Email:

**Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2"*

☐ A representative will be at the Showcase area promptly at 3:00 p.m. on September 28th to pick up all product samples displayed. Any product(s) remaining at 4:00 p.m. that day will be discarded.

ORDER & PAYMENT INFORMATION

☐ New Product Showcase Program Quantity _____ @ C\$100 = _____

<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express	<input type="checkbox"/> Cheque
Credit Card #:			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



messe frankfurt

New Product Showcase Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting in Automechanika Canada 2007.
2. 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.
3. Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

B. Entry Categories & Dimensions

1. 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

1. Participants in the New Product Showcase must complete, sign and submit an application form with full payment, if applicable.
2. 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.
2. 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

1. 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

1. 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.
2. 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.