

# ATA New Products Showcase Rules and Regulations

## 2010 ATA New Product Show Case

### **Explanation of Event**

The ATA New Products Showcase is a literature exhibit, sponsored by the Allied Trades Association which is designed to promote better attendance in the Exhibit Hall by key decision makers and to enable ATA members exhibiting new products better visibility.

### **Qualified Participants**

Only ATA members, with "New Products" can participate in the "ATA New Products Showcase". It is critical to the success of this annual event that only those ATA members promoting new products participate in the event. Because the key decision makers' time on the exhibit floor is limited, it is anticipated that they will take advantage of this showcase to quickly identify "what new products" they have interest in and then proceed to the exhibitor's booth to get more detailed information. If products that are not new are exhibited in the "Showcase", the value of the event to the attendee will not be realized and continuation of the program can not be justified. In addition, it is very likely that a company promoting an old product as new will generate a negative impression about the company and the product with the key decision makers.

### **Manufacture Representatives Rules**

Manufacture Representative Organizations, that are current ATA members, may submit a maximum of 2 new products from any of their prospective manufacture lines. Manufacture Representative firms may not submit the same "new product" as their manufacture line. The Manufacture Representative will be notified to submit another product if this happens. If two separate Manufacture Representative firms submit the same "new product" the Rep firm with the least amount of points or less time in with ATA will be notified to resubmit another new product.

### **Qualification of Products to be Exhibited**

A new product is defined as a product that has been introduced by your company to the market since the last National AALAS meeting. This product can be equipment, animal models, computer software and services. Minor modifications to existing products will not be considered a new product. Explanation description of the new product and documentation of its introduction date will be required on the participation application. Items not meeting the definition of a new product will not be accepted for participation. Only exhibitors with completed and approved application forms will be able to participate in the "Showcase".

### **Confidentiality**

Any company that believes it is necessary that confidentiality of their new product be maintained until the opening of the showcase should not participate. The ATA, Executive Board and AALAS will not be responsible for maintaining the confidentiality of any new products submitted for inclusion in the "Showcase".

### **Registration Deadline**

All applications for participating companies must be received by the ATA Executive Board for approval no later than 5 PM CST, August 1<sup>st</sup>, 2010. Applications can be downloaded from the ATA website ([www.go2ata.org](http://www.go2ata.org)), and can be mailed, sent electronically or faxed to:

Eddie Loyd [eddie@altdesign.com](mailto:eddie@altdesign.com)  
Fax: 479-524-4210  
Phone: 800-320-2459

OR Denise Phillips [dphillips@alnmag.com](mailto:dphillips@alnmag.com)  
Fax: 603-672-3028  
Phone: 603-672-9997 ext. 110

## ATA New Products Showcase Rules and Regulations

### **Exhibit Space**

In 2010 each approved exhibitor will have the opportunity to use designated poster boards and tables located at the main entrance to the Exhibit Hall and locations on a literature stand located in the Lounge on the Exhibit Floor.

### **Poster Boards**

The space available to each approved exhibitor will be determined by the overall space available and the number of exhibitors. Once the application process is closed (August 1, 2010), the available space for each exhibitor will be determined and communicated. Please do not print posters until you have confirmation on your acceptance and the final space availability. Within this space, the participant can attach literature information about the new product(s) they are exhibiting at the showcase. Each participating company will receive only one space, regardless of the number of products they will be exhibiting. Within this space, the participant can post literature of any type as long as it can be attached to the poster board with push pens. There will be table space to place literature for customers to pick up. Please note: literature content must be limited to the new product description / information, and directions to the company's prospective booth space. No display devices can be attached to the boards or placed in the exhibit area.

### **Literature Stand**

The literature stand located in the Lounge Area in the exhibit floor will hold typical 8 ½ X 11 literature. Each approved exhibitor will be allowed locations on this stand to place literature specifically for the new products they are exhibiting. The number of literature locations available to each exhibitor will be determined by the total number of locations available and the number of products being exhibited. Once the application process is closed (August 1, 2010), the available space for each exhibitor will be determined and communicated.

### **Setup and Take Down**

The event will be held outside the main entrance to the exhibit floor and in the Lounge Area on the exhibit floor.

Poster set-up will be on Monday, October 11, 2010.

Literature stand in Lounge will be available for set-up Tuesday, October 12, 2010.

The Showcase will be open Tuesday thru shutdown on Thursday. Exhibitors will be responsible for maintaining literature on tables by poster boards and in the literature stand. All materials can be removed from both exhibit areas immediately following exhibit hall closing on Thursday.

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2010 ATA New Products Showcase Application

Company: \_\_\_\_\_

Key Contact: \_\_\_\_\_ email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

General Description of New Product(s):

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What justifies this as a new product? (Here I am looking for justification and documentation)

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When was this product first introduced to the market? \_\_\_\_\_

Please attach any documentation of product introduction date, and literature if available.

I the undersigned hereby certify that this product is a "New Product" as defined in the Rules and Regulations governing the "ATA New Products Showcase".

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_ Approved \_\_\_\_\_ Rejected – Cause of Rejection \_\_\_\_\_