

# New Product Showcase Application Form



HortEast  
Conference  
& TRADESHOW  
2009

*Introduce your new product to a targeted audience of key industry individuals*

## Maximize Product Exposure

**All HortEast Exhibitors are invited to participate in the New Product Showcase. This area will provide exhibitors with an opportunity to profile new and unique products for the upcoming year. This feature area by the front entrance of the show will provide delegates, attendees and exhibitors with a unique way to see your products displayed in an active area on the trade show floor.**

## Fee of \$50.00 per item

This fee includes signage in the showcase area and a listing in the show guide. Size limitations may come into effect with your product.

## RULES & REGULATIONS

- Forms and payment must be completed and received by October 9, 2009. Remember that space is limited.
- Your product must be new and/or innovative.
- All entries will be reviewed and approved by the HortEast Show Committee.
- There is no selling from the new product area. Signage will direct show attendees to your booth.
- Items are left in the New Product Showcase at the exhibitor's risk.
- Products must be delivered to the show hall on Monday November 23, 2009 between 2:00pm and 8:00pm during the Exhibitor Move-In.
- Displays must be left up until the show closes and will be released to those possessing proper company identification.

**To register, fax in application form on reverse**

## For More Information

Contact Rebecca Wetselaar, Show Coordinator

Toll Free: 1-866-383-4711

Fax: 1-866-833-8603 or 1-905-875-1840

Email: [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)

**DEADLINE:**  
**October 9, 2009**

# New Product Showcase Application Form



## Exhibitor Information

Company name: \_\_\_\_\_  
Contact name: \_\_\_\_\_ Booth #: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## New Product Information

Is this a new product?  Yes  No

Product Category:  Equipment  Hard Goods  Plant Material  Other \_\_\_\_\_

Name of New Product: \_\_\_\_\_

Space Required: Length \_\_\_\_\_ ft.; Width \_\_\_\_\_ ft.; Height \_\_\_\_\_ ft.; Weight \_\_\_\_\_ lbs.

Can this product be displayed on a table?  Yes  No

Do you have POS material to display with your product?  Yes  No

If yes, describe: \_\_\_\_\_

Product Description (to be printed in the Show Guide - 35 words maximum):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* To help with design and layout, please email a photo of your product to [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)

I have read and understood the Rules & Regulations outlined on the previous page.

Yes  No      Signature: \_\_\_\_\_

## Fee

\$50.00 Per Item plus 13% HST (\$6.50) TOTAL: \$56.50

Note: Please fill out a separate form for each new item

## Payment Information

Visa/Mastercard #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

\*Make cheques payable to: The Canadian Nursery Landscape Association  
c/o 7856 Fifth Line South, Milton ON L9T 2X8

**Deadline: October 9, 2009**

**Mail, fax, or email your registration to Rebecca Wetselaar**

7856 Fifth Line South, Milton ON L9T 2X8

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