



Entry Deadline: July 20, 2018

Cost: \$250

(per entry)

At IWF 2018, thousands of woodworking professionals will be walking the show floor looking for the latest manufacturing process and innovative production ideas.

The IWF New Product Showcase are the perfect opportunity to put the spotlight on your latest offerings in a showcase that will attract your current customers and top prospects.

Double your exposure at IWF 2018

By featuring a product or product line in the New Product Showcase, you can double your exposure to IWF buyers. Located in a high-visibility area in the Georgia World Congress Center, this special area is the first place visitors stop for a preview of the newest in machinery, supplies, services and upholstery. Use your entries in the Showcase to extend a special invitation to prospective buyers to visit your booth on the exhibit floor where they will see all of your products and any live demonstration you will feature.

Choose the best way to showcase your product(s) in the New Product Showcase:

1. Display the actual product itself (see display rules)
2. Show a photo of your product
3. Present a scale model of a product

New Product Showcase is also online

When you participate in the New Product Showcase, your product entry will also be shown online on the IWF web site.

Be sure to carefully review the Rules for Entry on the following page to make sure your entry or entries qualify for the IWF New Product Showcase.



New Product Product Showcase Rules and Regulations

Entry Categories

1. **Products only:** Product entries must be in "ready for display" condition. Each unit or product line is considered a separate entry.
2. **Photograph only:** Photos must show only one product. Photos entries may not include background scenery, display stands, or promotional copy. It is recommended that you enter an 8" x 10" or 11" x 14" matted color photograph of the product. The photograph should have an easel-back mounting.
3. **Scale Models only:** Scale models of products that are in operation at your booth will be accepted as an entry. Models not to exceed 3'w x 3'h x 2'd and 75 lbs.

Eligibility

1. Entries are limited to contracted exhibitors at IWF 2018.
2. To qualify as a "new" product, the submitted entry must have gone into production after the 2016 International Woodworking Fair, LLC. The entered product(s) must also be displayed in the exhibitor's booth. Prototypes and mock-ups are not acceptable forms of entry and will be disqualified.

Limitations

1. No more than eight (8) entries in each showcase are allowed per contracted IWF 2018 exhibiting company.
2. Literature may not be displayed with the product.
3. No product enhancement permitted unless part of a product as purchased by customer.

Entry Dimensions

1. Please include the dimension of each entry, exactly as it will be positioned for display, under "Entry Dimensions" on the Showcase Entry Forms.
2. For products larger than 3'w x 3'h x 2'd and 75 lbs., an 8" x 10" or 11" x 14" matted color photograph should be substituted for the actual product in order to avoid possible disqualification due to space limitations within the Showcases.
3. Weight of each entry cannot exceed 75 lbs.

Entry Forms *(entry forms on pages 56)*

1. Entries must be submitted by using the Showcase Entry Forms. Please type in the information on the original form and make a copy for your files. Return the original entry form to IWF with payment at the address indicated on the bottom of the Showcase Entry Form.
2. Payment (check or money order in U.S. funds) must be submitted with entry form. Receipt of your entry form and payment will be acknowledged.
3. All product descriptions and image uploads are the responsibility of the exhibitor and will be completed online in their secure exhibitor page. Once payment for your entries has been received, the links to add your product details will be visible in your secure exhibitor page. Go to www.iwfatlanta.com. Click the LOGIN tab - IWF Exhibitors Dashboard, enter your username and password. Click on the NEW PRODUCT SHOWCASE tile. Include the New Product Name and a brief description for your product. Click on UPLOAD YOUR IMAGE FILE. When you have completed uploading your image, click on ADD NEW PRODUCT to complete the process.

Specifications for image:

Color or Black/White – Accepted files are JPEG, GIF or PNG

4. Do not send products, packages, or photos with the entry form.

Fees and Payment Information

1. Cost for participating in the New Product Showcase is US \$250.00 per each product, photo or scale model entered.
2. Fees must accompany entry form at the time of submission
3. Checks should be payable to IWF 2018. No refunds will be made after the July 20, 2018 deadline.

On-Site Check-In

1. Entries must be delivered by the contracted IWF 2018 exhibiting company's representative to the Product Showcase on Monday, August 20 and Tuesday, August 21, between 8:00am and 4:30pm. Please include your exhibitor booth number with your entry. Space is limited therefore entries not checked in by 4:30pm on Tuesday, August 21, will only be eligible for display on a first-come, first-served basis.
2. If special on-site assembly is required, exhibitor must provide personnel to complete needed assembly. Labor availability and all costs associated with set-up and removal of entries are the responsibility of the exhibitor.
3. No "previews" or tours of the entries will be permitted during check-in.

Entry Display

1. The Product Showcase will be open to all buyers and exhibitors during IWF 2018 exhibit hours.
2. Entries will be displayed randomly and identified by a sign listing the product name, the exhibitor's name and booth number.
3. Products must be displayed in a non-operational state, without hook-ups to any power source, as a stand-alone item. Display stands or mountings are acceptable.
4. Photographs should be easel-back mounted.
5. No toxic chemicals or flammable or combustible ingredients will be permitted in the exhibit area unless it is an empty container.

Security

1. A reputable security firm will be employed to guard entries on a 24-hour basis.
2. IWF will not assume responsibility for losses by exhibitors from theft, damages, etc.

On-Site Check-Out

1. Exhibitors must show the following two forms of identification: (a) IWF 2018 Exhibitor Badge and (b) a business card.
The business card will be collected by an IWF staff member and products will be released to respective exhibitor personnel only. There will be no exceptions!
2. Entries may be picked up on Saturday, August 25, from 2:00pm to 5:00pm or on Sunday, August 26, from 8:00am to 12:00pm (noon).
3. Exhibitors expressly agree that IWF has no responsibility for products not claimed by 12:00pm on Sunday, August 26, 2018.

If you have any questions or need more information on the New Product Showcases, please contact:

Brian Chattin
International Woodworking Fair
3520 Piedmont Road NE, Suite 120
Atlanta, GA 30305
Phone: 404-693-8333
Fax: 404-693-8350
E-mail: bc@iwfatlanta.com



New Product Showcase Entry Form

Entries limited to eight (8) per company. (Copy this form if entering more than 4 entries.) **Entry Deadline: July 20, 2018**

Exhibiting Company _____ Booth # _____
 Contact _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____ Country _____
 Telephone _____ Fax _____
 E-mail _____ Web site address _____

1. Brief Description of the product (200 word Limit): _____

Product date: _____ We will enter the following: Product Photograph Scale Model
 Entry Dimensions: Width: Ft: ___ In. ___ / Height: Ft: ___ In. ___ / Depth: Ft: ___ In. ___ / Weight: _____ lbs.

2. 1. Brief Description of the product (200 word Limit): _____

Product date: _____ We will enter the following: Product Photograph Scale Model
 Entry Dimensions: Width: Ft: ___ In. ___ / Height: Ft: ___ In. ___ / Depth: Ft: ___ In. ___ / Weight: _____ lbs.

3. 1. Brief Description of the product (200 word Limit): _____

Product date: _____ We will enter the following: Product Photograph Scale Model
 Entry Dimensions: Width: Ft: ___ In. ___ / Height: Ft: ___ In. ___ / Depth: Ft: ___ In. ___ / Weight: _____ lbs.

4. 1. Brief Description of the product (200 word Limit): _____

Product date: _____ We will enter the following: Product Photograph Scale Model
 Entry Dimensions: Width: Ft: ___ In. ___ / Height: Ft: ___ In. ___ / Depth: Ft: ___ In. ___ / Weight: _____ lbs.

Entry fee is us\$250.00 per product. Payment must be made before image is uploaded. Please follow payment directions shown on the invoice.

I have read and understand the New Product Showcase Rules and Regulations. I hereby certify that I am duly authorized representative of my company and that I have read and agreed that my company will be bound by the Product Showcase Rules and Regulations and, specifically, that the products entered conform to the eligibility requirements as specified in the Rules and Regulations.

Signature _____ Title _____

International Woodworking Fair, 3520 Piedmont Road NE, Suite 120,
 Atlanta, GA 30305 USA, Phone: 404-693-8333 Fax: 404-693-8350

Photocopy this form for your records.