



Canwest Hort EXPO

Brought to you by the BC Landscape & Nursery Association
September 27 & 28 | Tradex, Abbotsford, BC Canada

NEW PRODUCT SHOWCASE

Introduce Your New Product to Over 3,000 Industry Buyers

Maximize product exposure

All CanWest exhibitors are invited to participate in the 'New Product Showcase'.

Your first new product entry is FREE! This feature area is a highlight for delegates.

It is a high traffic area, centrally located along the main aisle at the main entrance, giving exhibitors a great opportunity to profile new and unique plants, products, supplies, and equipment. **NEW! Best New Product Award!** By participating in the NPS, you will be included in the competition for 'Best New Plant' and 'Best New Product'. Show delegates will cast their votes.

- 3,000+ Industry Buyers

Key decision makers looking for the hottest new products.

- Highly Visible Location!

Nearly 1,000 sq. ft. of dedicated, professionally designed, prime space located along the center aisle.

- Best New Product Award

Show attendees will cast their votes for their favorite new plant and product. Your NPS entry will automatically be included in this competition.

- Special NSP Section in the Show Handout

The CanWest Show Handout will include a special feature promoting all products in the showcase. To be included, please submit your completed form by *August 15, along with a picture and description of your product.*

First Product Entry FREE!

Additional Entries: \$100 per item

Plus \$5.00 per square foot of display space you require

Each product entry will include quality signage, promotion in the Show Handout (if received by Aug 15) and listing in the New Product Showcase' brochure. If you need over 100 sq. ft. of space, call us for pricing - size limitations may come into effect with your product.

Rules & Regulations

- To be included in the show handout, forms and payment must be completed and received by August 15, 2017.
- Products **must** be completely new; new prototypes or items which have been substantially re-engineered or redesigned. Products may include new lines to the manufacturer or supplier. New concepts and marketing ideas are also accepted. All entries will be reviewed and approved by the CanWest committee.
- Plants fall under two categories:
 - i. New to the BC market.
 - ii. Plant varieties that are being re-introduced to the BC market.
- If your product needs electrical or water supply, please contact the Global Convention Services directly.
- If you have special POS material, please contact the office as soon as possible so your requests may be incorporated into the overall design.
- Products must be delivered to the show hall by 5:00 pm, Tuesday, Sept. 26.
- Displays must be left up until the show closes.
- Products will only be released at the close of show to those possessing proper company identification.

Submit your form by
August 15th to be included
for FREE!

Deadlines:

Sept 8 to be featured at the Trade Show

NEW PRODUCT SHOWCASE SUBMISSION FORM

One form per entry. Please print.

EXHIBITOR INFORMATION

Company Name _____ Contact Name _____ Booth # _____

Address _____

Phone _____ Fax _____ Email _____

NEW PRODUCT INFORMATION

Product Category:

Equipment Hard Goods Plant Material

Sustainable Product

Other _____

Do you have a photo of your product that we can include in the show handout?

Yes No (tiff file format, min 300 dpi, must be received by Aug15)

Do you have POS material to display with your product?

Yes No

Name of New Product: _____

Floor Space Required: Length _____ ft.; Width: _____ ft.; Height: _____ ft.; Weight _____ lbs.

Product Description (to be printed in brochure - 35 words maximum): _____

FEE

First New Product Entry is Free! (\$100 Base Rate + 5 sq. ft. of space waived)NC

Additional Entry: Base Rate \$100 + (_____ sq. ft. x \$5 = _____)

Call us for pricing if you require over 100 sq. ft. of space.

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

Sub-Total _____

5% GST _____

Total \$ _____

METHOD OF PAYMENT

Visa MC Cheque (Please make cheque payable to 'BC Landscape & Nursery Association')

Credit Card # _____ Expiry Date _____

Card Holder Name _____ Signature _____



FOR MORE INFORMATION: Michelle Linford

Phone: 604.575.3511 Toll Free (BC Only) 1.800.421.7963 Email: mllinford@bclna.com

#102, 19289 Langley Bypass, Surrey, BC V3S 6K1 FAX: 604.574.7773