



Brought to you by the BC Landscape & Nursery Association

New Product Showcase

Introduce Your New Product to Over 2,500 Industry Buyers

Maximize product exposure

All CanWest exhibitors are invited to participate in the New Product Showcase - your first new product entry in the NPS is **FREE!**

This feature area is a highlight for delegates and is a great opportunity for exhibitors to profile new and unique plants, products, supplies and equipment.

✓ Prime Location!

The NPS is moving to the hottest real estate on the show floor: **Centre Aisle in Hall A**, near the main entrance.

✓ Professionally Designed Space!

Nearly 1,000 sq. ft. of space designed by professional merchandisers.

✓ 2,500+ Industry Buyers

Key decision makers looking for the hottest new products.

✓ Increase Your Booth Traffic

Entering a product in the NPS drives attendees to your booth!

✓ Best New Product and Best New Plant Award

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

Rules & Regulations

1. Products must be completely new: new prototypes or items which have been substantially re-engineered or designed. 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.
2. Plants fall under two categories:
 - i. New to the BC market.
 - ii. Plant varieties that are being re-introduced to the BC market.
3. If your product needs electrical or water supply, please contact Global Convention Services directly.
4. If you have special POS material, please contact the office as soon as possible so your requests may be incorporated into the overall design.
5. Products must be delivered to the show hall by 5:00 pm, Tuesday, Sept. 24.
6. Displays must be left up until show closing.
7. Products will only be released at the close of show to those possessing proper company identification.

Deadline for Registration

Sept. 6

First Product Entry is FREE!

Additional Entries: \$100 per item

Plus \$5.00 per square foot of display space required. Signage included. Call us for pricing for products requiring over 100 sq. ft. of space - size limitations may apply.

