



New Product Showcase

Value added marketing for MACS exhibitors!

Your product will be identified with your company name, product name and booth location in the **New Product Showcase** at the MACS Training Event and Trade Show.

Your **New Product Showcase** item(s) will be included with your exhibitor listing on the MACS exhibitor page of the MACS website.

A list of the new products will be included in post Training Event blogs.

How do I get my product included in the New Product Showcase?

1. Fill out the 2016 New Product entry form. (Make sure you indicate the product category).
Submit via fax to (215) 631-7017 or e-mail to pam@macsw.org NO LATER than October 1,2015.
 2. Your new product(s) should be shipped with your booth freight. You will deliver your new product(s) to the MACS registration desk on Thursday, February 11th between 8am-3pm.
 3. Each exhibitor may submit one new product free of charge. Additional submissions will be charged a \$50 fee.
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New Product Showcase Rules

1. Products introduced to market after February 1, 2015 **ONLY** qualify for display.
2. Dimensions of product to be displayed cannot exceed 27"H X 18"W X 18"L or weigh more than 75lbs. **For products that exceed this requirement, please provide an 8"x10" easel**

mounted photo of product. If not easel mounted, please supply a display easel. No product ads or brochures will be accepted.

4. Product categories (choose one for each product entered):

- A. Tools & equipment
- B. Classic cars/ street rod/ special interest
- C. Component
- D. Chemical
- E. Environmentally friendly
- F. Service information

All decisions on the appropriateness of New Products Showcase submissions will be made by MACS Worldwide show management and will be final.

Questions? Contact Pam Smith at (215) 631-7020 x 306 or pam@macsw.org



New Product Showcase - Entry Form

Please print clearly. Information submitted on this form will be included in all printed materials and signage. A separate form is required for each entry. One entry is complimentary with your booth. Additional submissions are \$50 each.

Company Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____ email _____

Website _____

Product Information

Name of Product _____

Product Dimensions _____

Product dimensions cannot exceed 27"h x 18"w x 18" L and/or 75lbs. For products that exceed these dimensions, exhibitor needs to provide MACS with an 8 X 10 easel mounted photo or a photo of product. (If the photo is not mounted with an easel, the exhibitor MUST provide a display easel.)

Product Description (Limit to 50 words or less; please e-mail description in Word format to pam@macsw.org)

Category (Choose one)

___ Tools & equipment

___ Chemical

___ Classic cars/ street rod/ special interest

___ Environmentally friendly

___ Component

___ Service information

Payment Information (One entry is complimentary with your booth. Additional submissions are \$50 each)

___ Complimentary submission

___ Additional submission (Fee - \$50.00)

___ Check enclosed (made payable to: MACS Worldwide) ___ VISA ___ AMEX ___ MC ___ Discover

Card number _____ Expiration date _____

Cardholder name _____ Signature _____

Send this form and any payments to: MACS, PO Box 88, Lansdale, PA 19466 ATTN: Pam Smith

Questions? Contact Pam Smith at 215.631.7020 x 306 or pam@macsw.org

To have your product be included in the November/December "pre-show" ACTION Magazine issue, entries must be received by **October 1st**.

DO NOT SHIP to MACS Headquarters in Pennsylvania!