

New Product Showcase Program

Submit your company's new products for the 2007 Paperworld USA New Product Showcase Program for ultimate show exposure! This year, we are pleased to combine the program benefits into one easy package.

Enter by **April 16, 2007** and receive the following marketing opportunities:

Before the Show: New Product Preview

This product booklet will be mailed to thousands of pre-registered attendees before the show featuring your company's latest products. Each submission includes the product description, photo, company name, booth number, and product category. In addition to the mailed preview, the list of new products will also be available online **April 30, 2007**.

During the Show: New Product Showcase

Display your new product in our New Product Showcase special feature area on the show floor. This area is a draw for thousands of attendees – use it to spotlight your new and innovative products. Each product will be displayed with a sign featuring your company, product name, and booth number.

After the Show: Product Sample Donations

Following the show, exhibitors can donate their product sample to the SHOPA Kids In Need Foundation and receive special recognition in the New Product Showcase. All product donations are tax deductible.

Defined Product Category Codes:

AF Albums & Frames	HE Equipment & Machines	MI School Supplies
RS Art & Craft Supplies	FS Filing Supplies & Accessories	SP Scrapbooking
BP Binders, Pocket Portfolios & Sheet Protectors	HF Furniture & Accessories	SS Social Accessories
BR Break Room Supplies	MS Mailing Supplies	SG Stationary/Greeting Cards/Calendars
BF Business Bags/Cases & Accessories	MP Meeting & Presentation Supplies	HS Supplies & Consumables
BB Business Books & Forms	NP Notebooks & Pads	TA Tapes & Adhesives
CA Computer/Printer Accessories	OS Office Storage	WC Wireless Communication & Accessories
CS Computer Software/Data Storage	OP Organizers/Planners/Diaries /Journals	WI Writing Instruments & Accessories
DA Desk Accessories	PA Paper	
DC Drafting Supplies	PG Party Accessories/Gift Wrap	

New Product Showcase Entry Form

Authorized Representative: _____
Company Name / Booth Number: _____
Address: _____
City: _____ State / Province: _____
Country: _____ Postal / Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____

PRODUCT INFORMATION

Name of Product: _____

Product Description (No more than 30 words):

Two Letter Product Category Codes (Please choose one): _____
See the defined product category codes list on the previous page

Product Dimensions & Weight: Length _____ Height _____ Width _____ Weight _____

Is this product environmentally friendly?

I am including a photo* for use with my product description –
Email to scott.easton@usa.messefrankfurt.com

***Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2"**

Please donate any remaining New Product Showcase product samples to the SHOPA Kids In Need Foundation.

Do not donate any remaining New Product Showcase product samples. A representative will be at the Showcase area promptly at 2:00 p.m. on Friday, June 15th to pick it up. Any product remaining at 4:00 p.m. that day will be donated.

ORDER & PAYMENT INFORMATION

FREE for your 1st product entered into the New Product Showcase!

Each additional product will be accepted at a rate of \$ 250.00

New Product Showcase Program Quantity _____ @ \$250 =

Visa _____ MasterCard _____ AMEX _____ Check _____
Credit Card #: _____ Exp. Date: _____

Name As It Appears on Card: _____

Signature of Card Holder: _____

Deadline: April 16, 2007 Fax: 770.984.8023

Mail: Messe Frankfurt, Inc. • 1600 Parkwood Circle, Suite 515 • Atlanta, GA 30339

New Product Showcase Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting in Paperworld USA 2007.
2. You may not include or provide a product line. The product sample must be in loose or in end-user packaging.
3. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
4. Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

B. Entry Categories & Dimensions

1. Dimensions of each entry are required on the New Product Showcase application form. Products should fit within the 35"x35"x8' display case. Please contact Show Management if your product exceeds this space requirement.

C. Application Forms

1. Participants in the New Product Showcase must complete, sign and submit an application form with full payment.
2. A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital photo of the product (**Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2"*) must also be submitted.

D. Fees & Entry Deadlines

1. **FREE** for your 1st product entered into the New Product Showcase!
Each additional product will be accepted at a rate of \$ 250.00
2. Credit cards and checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.
3. Application form and full payment must be received by **April 16, 2007**.

E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the New Product Showcase on June 12, 2007 between the hours of 9:00 AM and 12:00 Noon. Show Management must approve any other delivery times in writing. No entries will be accepted on June 13, 2007.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge, business card and delivery / removal pass. A confirmation package with delivery / removal passes will be sent to the contact prior to the show.
3. Entries must be picked up on June 15, 2007 between the hours of 2:00 p.m. and 4:00 p.m. All products not picked up by 4:00 p.m. will be donated to the SHOPA Kids In Need Foundation.

F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number and product name. This information will be taken directly from the company's New Product Showcase application form.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the participating exhibitor.
3. **No additional literature or information is permitted with the product display.**
4. Entries must be personally delivered to the New Product Showcase.

G. Security

1. Security will be employed by Show Management in the New Product Showcase on a 24-hour basis beginning on June 12, 2007 at 12:00 Noon. For additional security arrangements, please contact show management.
2. Messe Frankfurt, Inc. (Paperworld USA Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated to visitors in the New Product Showcase.