

## **GCS 2023 NEW PRODUCT SHOWCASE INFORMATION**

The Garden Center Show New Products Showcase is a great opportunity to draw attention to your company's products. The Showcase is available to all exhibitors. This program is for exhibitors with all-new products and those with previously introduced products.

### ***SHOWCASE EXPOSURE/BENEFITS***

The Garden Center Show proudly presents a New Products Showcase, providing exhibitors with an outstanding opportunity to introduce new products, packaging and merchandising to industry buyers and media.

### ***INCREASE EXPOSURE***

To provide exhibitors with even more exposure during the Show, and for the convenience of buyers and media interested in the products they see in the Showcase, GCS will provide a sign with your company name and booth number. The sign will be positioned adjacent to each product on display.

### ***GUIDELINES FOR PARTICIPATION***

All exhibitors at the Garden Center Show are invited to include their products in the Showcase. Product Information and photographs of the products can be placed next to each item as long as it does not exceed the allotted space (see "Product Display" below) and are provided by the company. Products that meet the New Product criteria may qualify to receive additional benefits, including the possibility of being judged for a New Product Award.

For the purposes of this Showcase, a New Product is defined as one that is manufactured or exclusively distributed by a company exhibiting at this year's Garden Center Show, was introduced to the marketplace within the past year, and is available for shipment within 90 days after the close of this year's Garden Center Show.

GCS offers all exhibitors the opportunity to enter and display any product as a Featured Product within the New Products Showcase. Featured Products may be previously introduced products and do not need to qualify as 'New' as defined above.

### ***DELIVERING YOUR PRODUCT(S)***

Exhibitors must deliver their products themselves, on-site. All entries must be personally checked-in at the Show Office located in the front of the 1500 aisle on Monday, August 7, from 9 a.m. - 4 p.m. or on Tuesday, August 8, from 8 – 10 a.m. (products checked in after 10 a.m. Tuesday will not be excepted).

Exhibitors who ship their products prior to the show must unpack the product themselves.

### ***PRODUCT DISPLAY***

Assembled product displays and any shipping containers may be no larger than **24" wide x 24" long x 36" high** to be displayed in the New Products Showcase on a skirted table. Larger products not able to be displayed on the tables may be placed on the floor. Show Management reserves the right to remove any product not meeting these requirements. Entry may not be mounted onto another part to show how it works. However, a single photo, no larger than 8 ½"x11", may accompany a product in the Showcase along with a product description.

Due to display space limits, if your product is available in more than one color, we request you display it only in one color when possible. Alternately, a chart (no larger than 8 ½"x11") of additional colors may be displayed next to the product. The color chart cannot contain any marketing or sales information.

Show Management reserves the right to remove any photo or chart not meeting these requirements.

### ***PRODUCT PICK UP***

All products must be picked up at the end of the show on Thursday between 1 - 3 p.m. Exhibitors have the option to arrange for Wisconsin Exposition to package and ship their products directly to the exhibiting company after the show, or use their own carrier to ship back to their company.

All products not picked up by 3 p.m. on Thursday, August 10, 2023, will be considered abandoned and destroyed or donated to Habitat for Humanity.

### ***SECURITY***

While security is provided at the New Products Showcase, GCS and Show Management cannot accept any responsibility for entries. By completing the entry form, you expressly waive and release GCS and Show Management, their respective directors, officers, employees, agents and/or servants from and against any and all liability for damage, destruction or loss of the entry submitted to the New Products Showcase or any consequential loss or damage whatsoever.

### ***LABOR***

You may set up your product, but Wisconsin Exposition can provide labor for New Products. If your product requires a cart or labor, check in at the Wisconsin Exposition Service desk. Carts will not be provided during check-in or check-out.

### ***ELECTRICAL***

Installation and the cost of electricity are the exhibitor's responsibility. If needed please contact the Wisconsin Convention Center.