INNOVATION WAY SHOWCASE DISPLAY GUIDELINES

SHOWCASE BENEFITS

The Innovation Way Showcase at IBEX gives Innovation Award entrants additional recognition and is a great way to introduce new products to industry buyers and media. Benefits include:

- **Increased exposure** during and after the show
- **Convenient product identification** for interested buyers and media
- **Additional publicity**—Showcase products will be professionally photographed and featured in IBEX News and on ibexshow.com

ELIGIBILITY & FEES

All current IBEX Innovation Award entrants are invited to include their products in the showcase. Showcase display space is complimentary for all products currently entered in the Innovation Awards at IBEX.

PRODUCT DELIVERY

Two delivery options are available:

1. **Advance shipping:** Products must arrive at the Shepard Warehouse by September 29, with the shipping label affixed to each box. Advance-shipped products will be delivered to the Tampa Convention Center by Saturday, October 3 and moved to Innovation Way on Monday, October 5. Tracking numbers must be provided to Rachel Harmon at rharmon@nmma.org
2. **Onsite drop-off:** Products can be dropped off at the Innovation Way Showcase, located on the 2nd Floor Rotunda, on Monday, October 5 from 1–3pm.

PRODUCT PICK UP

Exhibitors can pick up their product on Thursday, October 8, 2–4pm. Hand carry only.

Products not picked up will be considered abandoned. Show Management will not be responsible for return of abandoned products.

DISCLAIMER

Show Management reserves the right to remove any photo(s) or signage that does not comply with the Display Guidelines noted below. Additionally, Show Management reserves the right to prohibit product presentations deemed inappropriate at their sole discretion.

SECURITY

While twenty-four-hour security is provided along the Innovation Way Showcase, IBEX and Show Management cannot accept any responsibility for entries. By completing the entry form, you expressly waive and release IBEX 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, equipment or software submitted for display to the Innovation Way Showcase or any consequential loss or damage whatsoever.

This is not an interactive display. Products are stancioned off to ensure all materials remaining as a static display. A company badge matching the company name on the product identification sign must be presented to security for validation.

DISPLAY GUIDELINES

Entrants can provide one product sample to be displayed in the showcase; the product must also be displayed in the exhibitor's booth.

Available display options (provided by show management):

- **Enclosed Glass Cases:** for smaller product displays up to 18"H x 18"D x 24"W
- **Tabletop Displays:** for medium-large product displays
- **Floor Displays:** for large or heavy products, or products on a wheeled display stand

Show Management will do its best to display products in a display case appropriate to its size and weight. We cannot guarantee specific product placement and reserve the right to move product displays to maximize use of the space provided.

Each product on display in Innovation Way will feature IBEX-provided signage identifying:

- **Company Logo**
- **Product Name**
- **Booth Number**

No additional exhibitor-provided signage or marketing material will be allowed, except as noted below.

Display size: Assembled product displays **may be no larger than 36" wide x 60" tall.** Larger products or products/containers requiring a forklift for handling will not be able to be displayed.

Photo option: As an alternative display, entrants may provide a single photo, no larger than 12" x 12" with an easel or standing frame that is not larger than the photo. The photo cannot contain any marketing, advertising or sales copy.

Large products may be placed on the floor or a tabletop display, depending on size and space availability. Please bring bulk items pre-assembled, the way you would like them displayed.

The product may not be mounted onto another part to show how it works. However, a single photo, no larger than 8.5" x 11", with an easel or standing frame that is not larger than the photo may accompany a product to show usage or application of the product. The photo may not contain any marketing, advertising, sales or description copy.

Products with movement are permitted with Show Management approval, as long as the movement pertains to the usage of product and does not create a safety hazard. A rendering, description and dimensions of the displays involved must be e-mailed to Rachel Harmon (rharmon@nmma.org) prior to the Show for approval.

Software and applications may be displayed on a laptop, tablet, or mobile device. Electric will be provided, however, entrants will be responsible for providing an extension cord.

- Devices must be self-contained and set to run for the entire Show
- Running presentations must only demonstrate the product and may not include sales or advertising content
- Devices must be set to a demo mode and may not be interactive

Digital products may include a single 8.5" x 11" sign with an easel or standing frame no larger than the signage itself, explaining the programming and/or functionality. Such signage cannot contain any marketing, advertising or sales copy.

INNOVATION WAY SHOWCASE

Additional Promotion — All products entered will be represented in the Innovation Way Showcase located on the IBEX website during and after the show. Product details are collected at time of entry to include:

- Product Image
- Product Name
- Company Name
- Booth Number
- Website
- Product Description (50 word max)

QUESTIONS?

Contact Rachel Harmon, Program Manager at rharmon@nmma.org.