



## Rules for Entry – New Product Pavilion HPBExpo 2010 March 10 – 13, 2010

### A. Product Submissions

1. Product Only. Product entries must be taken out of their packaging by Exhibitor for display. Each unit in a product line is considered a separate entry. (Limit (5) entries per company.)

### B. Eligibility

1. Entries are limited to those firms exhibiting at the HPBExpo 2010.
2. To qualify as a new product, the submitted entry must have been introduced to the marketplace after the HPBExpo 2009, March 18-21, 2009. The product must also be displayed in the Exhibitor's 2010 booth. Prototypes and mockups are not acceptable and will not be displayed in the New Product Pavilion.

### C. Limitations

1. Literature may not be displayed with the product.
2. No "extras" and no product enhancements are permitted unless they are part of the product as purchased and as displayed in Exhibitor's booth.

### D. Entry Dimensions

1. The dimensions of each entry set forth on the New Product Pavilion Entry Agreement shall be as the entry will be positioned for display.
2. For table-top entries, the product must fit within a 3' L x 3' W space and cannot be over 40 lbs; a matted color photograph up to 16" x 20" (including matte) may be substituted for the actual product for a table-top display. The price for table-top entries will be \$325.
3. For actual product entries larger than 3' L x 3' W or over 40 lbs., the product will free-standing. The price for free-standing entries will be \$400.

### E. Entry Agreement

1. Participants in the New Product Pavilion must complete and submit the attached Entry Agreement with payment.
2. Receipt of accepted Agreements and payment will be acknowledged by HPBA. If you do not receive acknowledgement, please contact us. Unacknowledged products cannot be shown in the pavilion.
3. Product(s) or alternate display photo(s) may not be sent with the Entry Agreement. (See section H. for product delivery.)

### F. Fees and Entry Deadline

1. Registration fee is \$325 per table-top entry; \$400 per free-standing entry, fees are nonrefundable.
2. Fees must accompany Entry Agreement at time of submission.
3. Checks should be made payable to HPBExpo.
4. Entries must be received no later than **January 4, 2010** to qualify for participation in the 2010 New Product Pavilion. Onsite submissions may be accepted according to space availability.

### G. Product Delivery

Entry(ies) may be shipped with the Exhibitor's Expo shipment, or separately, but to the same warehouse or on-site address. Exhibitors may deliver their product to the pavilion during set-up hours beginning at 1:00pm Monday, March 8, 2010. All products must be in the pavilion by 1:00 Wednesday, March 10, 2010. Products cannot be delivered to the pavilion on show days.

### H. Product Display

1. Entries will be displayed in locations determined at HPBA's sole discretion.
2. Products must be displayed in a non-operational state, without connection to any utilities.
3. Products will be displayed with tent card including company name and booth number, product name, and a short product description submitted in advanced on the Entry Agreement by the Exhibitor.

### I. Printed New Product Directory Listing Guidelines

1. **PRODUCT IMAGE AND PRODUCT DESCRIPTION DEADLINE IS JANUARY 4, 2010. Send product image CD to: HPBExpo, ATTN: Betteanne Leahy, 61 Hackett Hill Road, Manchester, NH 03102. Send electronic image and/or Entry Agreement with product description to HPBExpo/Betteanne Leahy, at [leahy@hpba.org](mailto:leahy@hpba.org) or fax to (603)647-1187. Contact phone is (800)404-5461 or (603)647-1186 internationally.**

2. Product shot size will be 1 1/4 wide by 1 3/8 deep.
3. Product shot must be submitted in PC or MAC platform in .tiff or .eps format on a Zip disk or CD and be accompanied by a (color) proof. All art should be created at 300 dpi or better. Electronic submissions must adhere to the specifications to avoid handling and correction fees.
4. Product descriptions are limited to **50 words** (please see Product Information area on the attached New Product Pavilion Entry Agreement).

### J. Security

1. Although security will be employed in the New Product Pavilion during show hours, HPBA Show Management does not assume any responsibility for losses by Exhibitors from theft, damage, etc. Exhibitors should purchase adequate insurance for their entries.
2. Photography is not permitted in the pavilion.

### K. On-Site Checkout of Entries

1. Exhibitors must have the following three forms of identification to pick up products: (1) 2010 Exhibitor Badge (2) Business Card and (3) an Equipment Removal Pass. The business card will be collected by a security officer or HPBA Show Management personnel and products will be released only to respective Exhibitor personnel with the removal pass.
2. **Entries should be picked up Saturday, March 13, between 5:00 pm and 6:00 pm. Early pick-up will not be permitted.** Exhibitors may also pick up their entries on Sunday before 1:00pm.
3. Exhibitors expressly agree that HPBA Show Management takes no responsibility for products or photographs not claimed by 1:00 pm Sunday, March 14, 2010.

### L. Indemnification

Exhibitor shall indemnify, defend (with legal counsel satisfactory to HPBA), and hold HPBA and the Exhibit Facility harmless from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation in or presence at the New Product Pavilion, (b) a breach by Exhibitor of any agreements, covenants, promises or other obligations under this Agreement; (c) any matter for which Exhibitor is otherwise responsible under the terms of this Agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor or Exhibit Attendees; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

### M. Exhibitor Agreement

Exhibitor agrees that the terms and conditions of the Application & Contract for Exhibit Space applicable to Exhibitor's 2010 HPBExpo exhibit booth(s), including without limitation the insurance requirements set forth therein, shall also be applicable to Exhibitor's entry(ies) and participation in the New Product Pavilion.

HPBA solicits and anticipates the cooperation of all participating Exhibitors in abiding by the rules established for the New Product Pavilion. These rules are for the protection of the Exhibitors' products and are designed to result in the display the products in the most professional, business-like setting.

**Space is limited and eligible products will be accepted on a first-come, first-served basis.**