



## New Product Showcase Instructions & Rules

**In order to participate in the New Product Showcase you must be a current Exhibitor.** Please advise GCC of your intention to participate in this program by filling out the New Product Showcase Form below. Tell us what your product, method, or analytical technique will be that you wish to introduce and if it was not promoted at past year's GCC, it will be eligible. We will provide all registered attendees an opinion survey. We are asking all attendees that choose to participate to visit at least 5 booths and rate the products independently according to a standard form GCC will provide. On Wednesday evening, we will announce the winner. The winner will receive one (1) free booth space for the Gulf Coast Conference and will be showcased on the GCC website.

**Please read carefully;** We have organized this event in the following fashion.

Your new product and/or services will be displayed on the convention center floor. You will be provided a 4'L x 30"H draped table for your use. You may choose from any table that is available, do not move the tables or anyone's product from the tables. **A table runner or tabletop sign must be supplied with the Exhibitor's Company Name/Logo.** The product must fit on your table as space is limited. If your item is over 200 LB you will be responsible for providing a display table for your product. GCC will provide electrical if needed as well as any extension cords.

1. Your new product will need to remain on the table provided and must be set up by **6:00 PM Monday** evening and is not to be removed until **5:00 PM Wednesday** evening. You will not be able to substitute with literature. **YOU MUST HAVE A PRODUCT DISPLAYED IN ORDER TO PARTICIPATE.**
2. If your product has not been displayed on the table provided by **6:00 PM Monday** your table will be removed from the exhibit hall and you will forfeit your chance to display your product.
3. A representative from your company will need to remain with your new product between the hours of **1:00 PM - 2:00 PM on Tuesday and Wednesday** to answer any questions attendees may have.

We are awarding a **free** booth for next year's Gulf Coast conference to the winner. **There will be one winner overall, NOT one for each category.** The winner will be announced Wednesday evening around 4:00 PM. Lastly, we will promote the winner and product(s) on our website.

We are asking registered Attendees to stop by your table and take a look at your new products. GCC will provide evaluation forms for attendees to fill out and place in a ballot box located in the New Product area. There will be one drawing each day and a voting attendee will win a prize.

**If you have any questions, please contact Anita Metcalf at 281-256-8807 or by email at [ametcalf@gulfcoastconference.com](mailto:ametcalf@gulfcoastconference.com)**