

New Product Showcase

```
[et_pb_section bb_built="1" admin_label="section"][et_pb_row background_position="top_left" background_repeat="repeat" background_size="initial"][et_pb_column type="1_3"][et_pb_image src="/wp-content/uploads/2014/03/milogo.gif" show_in_lightbox="off" url_new_window="off" use_overlay="off" animation="left" sticky="off" align="left" force_fullwidth="off" always_center_on_mobile="on" use_border_color="off" border_color="#ffffff" border_style="solid" animation_direction="left" animation_style="slide" animation_duration="500ms" animation_intensity_slide="10%"/>  
/][et_pb_column type="2_3"][et_pb_text background_layout="light" border_style="solid" module_alignment="left" background_position="top_left" background_repeat="repeat" background_size="initial" _builder_version="3.0.77"]
```

[New-Product-Showcase-Entry-Form](#)

New Products Showcase

✘ Mission – Bringing in new anglers to the sport of Muskie Fishing.

If you are introducing a new product for the Muskie industry for 2018, the New Product Showcase offers the perfect way to highlight your latest addition and gain unparalleled visibility with buyers, consumers and media. The New Product Showcase is Chicago Muskie Expo's flagship feature and recognizes your innovation while rewarding your contribution to the Muskie industry through the New Product Showcase competition.

What Qualifies as a New Product?

A product qualifies as "new" if it has not appeared in

distribution in the North American market, at any level of distribution, prior to January 1st 2018, or appeared in any 2017 (or earlier) product catalog. Each submission will be reviewed for consistency to these rules.

Compete for “Best of Show” Award

During the first day of the show, buyers and media-editorial badge holders who visit the New Product Showcase will evaluate each new product and grade it based on the product’s innovation, execution, workmanship and practicality. The product with the most votes in each category will be awarded “Best of Show” for that category. The product with the most total votes will be named overall “Best of Show” winner. Voting begins on Friday, January 6th at noon during the New Product Showcase Preview Reception and continues through close of show at 9:00pm on Friday, January 5th. The winners will be announced Saturday evening at Awards Banquet on stage right next door to the seminar room, Pheasant Run Resort.

Only registered buyers and individuals with media-editorial badges and a group of members of Muskies Inc are eligible to vote. Voting buyers and media are allowed one ballot per buying entity or media outlet.

New Product Showcase Exclusive Preview Reception

On Friday, January 5th at noon, a preview reception will be held in the New Product Showcase area exclusively for buyers and media-editorial attendees. Please note that exhibitors and the general public are NOT PERMITTED in the New Product Showcase during this preview period, which begins at noon and ends at 2:00pm (when the show opens).

New Product Showcase will remain open all weekend for everyone to view and purchase from the manufacturers at the show.

Directions for Submitting Your New Product Entry

To enter new products, simply complete the New Product Showcase entry form and email it to Muskies Inc. All product information will be kept strictly confidential until Friday afternoon's preview reception.

The deadline for submitting a New Product Showcase entry will be Monday, January 1th 2018.

[New-Product-Showcase-Entry-Form](#)

[New-Product-Showcase-Official-Rules](#)

[/et_pb_text][/et_pb_column][/et_pb_row][/et_pb_section]