



### **New Product Showcase Official Rules**

1. You must be a Chicago Muskie Expo exhibitor to enter the New Product Showcase.
2. Your entry form must be received by Dec. 29<sup>th</sup> 2017.
3. The product must be NEW for 2018. “New” means the product must not have been sold at any level of distribution in North American market before January 1, 2018. The product must not have appeared in any 2017 (or earlier) product catalog. **Note that changes such as color, size, weight, pattern, hook size and other minor modifications do not constitute a new product.** All new product entries are subject to Muskie Expo approval. Muskie Expo reserves the right to remove/disqualify any product that it determines does not qualify as new.
4. Each product can be submitted in ONE category only. Final category determinations are subject to Muskie Expo approval.
5. The number of product submissions is limited to five (5) per category with one (1) per series or model number per company.
6. **New products must be delivered to the SHOW OFFICE by 10:30am on Friday, January 5<sup>th</sup> 2018** or mailed to Chicago Muskie Expo prior to the show. No products will be accepted after 10:30am on Friday, January 5<sup>th</sup>.

Mailing Address:

Attn: Jason Garstecki  
415 Persimmon Lane  
Bartlett IL 60103

7. To ensure product confidentiality, exhibitors are not permitted inside the New Product Showcase during set-up hours. New Product Showcase hours will be posted on the show floor.
8. Products may be displayed with packaging as they would appear at retail point of sale. Additional displays and signage aside from the provided product ID card are prohibited.
9. Product promotion is prohibited in the New Product Showcase at all times.
10. All entries are automatically entered into the “Best of Show” judging.
11. There is no entry fee to submit a product in the New Product Showcase.