



**New Product Showcase Sponsorship Form  
Small Display Case – Cost \$350**

**Entry Qualifications**

- Your company must exhibit during Creativation, January 19-21, 2019.
- Product entered must have been available for the first time after January 23, 2018.
- A sample of your product must be displayed in the New Product Showcase for the entire duration of the trade show.

**Small Display Case Information**

- Display Case Cost: \$350
- # of Products to Display: 1 Product
- Dimensions: 10.5” h x 18” w x 18” d

First and Last Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Are you exhibiting at Creativation 2019?     Yes     No

Are you a member of the Association For Creative Industries?     Yes     No

**Company Branding:**

- Check to Add Logo to Display Case – Additional Cost \$50: \_\_\_\_\_

**Electric:**

- Check to Get Electric in Display Case – Additional Cost \$150: \_\_\_\_\_

**Product/Photo Release:**

Do you grant the Association For Creative Industries (AFCI) permission to use the product information provided to promote your company and product in pre- and post-show marketing material that may include, but will not be limited to, press materials, press releases, AFCI websites, AFCI social media, direct mails and email promotions?

Yes     No

# CREATIVATION

## **Product Information**

Product Name: \_\_\_\_\_ Release Date: \_\_\_\_\_

Product Description:

## **Payment Authorization**

Total Cost: \_\_\_\_\_

Credit Card Type: \_\_\_\_ AMEX \_\_\_\_ MC \_\_\_\_ VISA \_\_\_\_ DISCOVER

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

\_\_\_\_ Check if billing address is the same as address on page 1. If not, complete the fields below.

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

## **2019 New Product Showcase Rules and Regulations**

You must agree to Rules and Regulations of the New Product Showcase in order to participate. Please review the rules & regulations on the next page and then check the “Yes” field below to agree.

\_\_\_\_ Yes, I agree to the rules & regulations.

# CREATIVATION

## **Rules and Regulations**

Spaces are limited.

### Registration

Your company must exhibit during Creativation, January 19-21, 2019. Product entered must have been available for the first time after January 23, 2018. A sample of your product must be displayed in the New Product Showcase for the entire duration of the trade show.

### Display

Your stand or display mechanism must fit within these parameters:

- 1 Product in the Small display case: 10.5" h x 18" w x 18" d
- Total weight per entry must not exceed 8 lbs.
- It is preferred that you display the actual product, but a product/information board with easel may be substituted or displayed in conjunction with your product.
- AFCI reserves the right to disallow the display on-site if deemed to violate size and weight restrictions.
- No refunds will be made.
- The display case will not be opened after set-up day.

### Set Up Info

Bring your product to the New Product Showcase on Thursday, January 17 between 12:00pm and 5:00pm or Friday, January 18 between 8:00am and 12:00pm. After Friday at 12:00pm, there is no guarantee that your product will be accepted into the display. No refunds will be made. An AFCI representative will check your display in and direct you to your display case.

### New Product Networking Event Info

Join us for the New Product Networking Event on Friday, January 18 from 4:30pm – 6:00pm to networking with buyers and other Creativation attendees and to give everyone a sneak peek of your product before the trade show floor opens. The event will take place in the Lobby of the Phoenix Convention Center where the New Product Showcase is displayed.

### Breakdown Info

Product may not be removed from the New Product Showcase before the close of the Show on Monday, January 21. For your protection, send a badge-wearing member of your staff to the New Product Showcase between 4:00pm and 6:00pm, after the close of the Show, to pick-up your entry. After 6:00pm, unclaimed product may, at the sole discretion of Show Management, be discarded or donated to local charities.