

## INSTRUCTIONS New Product Showcase

Online Entry Deadline:  
February 1, 2012

### Eligibility

IHA accepts entries for exhibit in the **New Product Showcase** with the following criteria:

1. The new product(s) submitted must be on display in the exhibitor's booth during the 2012 International Home + Housewares Show.
2. The product is new and should NOT have been displayed at a previous International Home + Housewares Show. The product is in final form and ready for manufacturing, marketing and sale.

### New Product Showcase Display Limitations

1. If the product is larger than 3 feet wide, 4 feet high and 18 inches in diameter, an 8"x10" matted color photograph will be displayed in place of the actual product.
2. If the product requires a special holder for display, such as a plate stand, the holder should be included with product.

### New Product Showcase Display Guidelines

1. The Showcases are located inside the limited-access Buyers Clubs in each hall.
2. IHA will provide each new product with uniform signage giving the name of the product, company and booth number.
3. The Showcases will be open during regular Show hours.
4. Entries in the Showcases will also be featured in the New Product Showcase on IHA's website. Each listing includes a description of the product, a digital image and link to your company's website. Information will be taken from the Showcase Entry Form. Please include a brief product description and a digital image of each product. Digital images must be low resolution (72 dpi).

### Security

1. A security guard will be stationed in the Showcase areas on a 24-hour basis from Wednesday, March 7, through Thursday, March 15, 2012.

2. IHA assumes no responsibility for product losses occurring from damage or theft.
3. No unauthorized photographing of products will be permitted in the Showcases.

### Delivery of New Products

1. All **New Product Showcase** Entry Forms need to be submitted to IHA by the February 1, 2012 deadline.
2. Approved product(s) need to be shipped to the Freeman Companies by 4 pm Friday, March 2 using specific labeling instructions supplied by IHA. A copy of the **New Product Showcase** confirmation must accompany the product. Please do not deliver products on-site or ship directly to the **New Product Showcase** at McCormick Place. Complete details for shipping product(s) will be sent in early February.

### Return of New Products

1. Due to the Showcases being in each hall, we cannot offer product pickup on-site.
2. If you want your new product(s) returned, please complete the Product Return Shipping Information on the Online Entry Form. Each Exhibitor is responsible for the cost of shipping products back, after the Show.
3. If you do NOT want your new product(s) returned, after the Show, it will be donated to charity.

### How to Participate in the New Product Showcase

Carefully read over the instructions above and complete the following:

1. Submit an online Entry Form, including a product description and digital image for each entry.
2. Pay by credit card the \$300 entry fee, per showcased product.
3. You will be notified by email if your entry is accepted. Refunds will be issued for entries not accepted.

**Note:** IHA reserves the right to assess and approve entries based on criteria and space availability.

### NEW IHA Innovation Awards Criteria

Products must be new to the Housewares Show and are not required to currently be on the market. Prototypes will be accepted. Enter products by the deadline, February 1, 2012, to be considered for an Award. **(Discover Design exhibitors may enter, but will not be eligible for award consideration).**

Judges will evaluate submissions according to the following criteria:

- **Innovation** - Product presents an original concept, employs new technology or materials, or offers unique functionality or benefits compared to existing products.
- **Appearance** - Product appearance differentiates an appealing alternative to existing products in form, color, texture or material.
- **User Benefits** - Product demonstrates enhanced functionality and additional user comfort, safety or convenience over existing products.
- **Ecological Responsibility** - Product is distinguished because of the materials or processes used in production, distribution or packaging, because of its impact on user behavior for conserving natural resources, or because of its contribution to improving social conditions.
- **Market Impact and Positioning** - Product offers unique price/value alternative in its market positioning.



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