



New Product Showcase 2020 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 5:00 p.m. on January 17, 2020, at the New Product Showcase booth.
3. The product must be NEW for 2020. **“New” means the product must not have appeared at any level of distribution in North American market before Oct. 1, 2019.** The product must not have appeared in any 2019 (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. Your entry will be available for reclaiming after 5 PM on Saturday.
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 New Product Showcase booth by 5:00 p.m. on Friday, January 17, 2020.**
7. 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.