



March 11 - 13, 2010 • Indianapolis, IN

Innovation Awards

Hotrod & Restoration will present a New Products Showcase open to all exhibiting companies. This provides an additional opportunity to showcase new products to industry buyers and media.

INNOVATION OF THE YEAR AWARD CRITERIA AND GUIDELINES

● **Criteria:**

1. Must be submitted by an exhibiting company at the 2010 Hotrod & Restoration Trade Show.
2. The submission must be a New Product as of March 2009.
3. The method of display in the New Products Area shall have no bearing on the judge's opinions. Judging is based on the merit of the entry. A small stand is permitted if the product is unable to stand on its own. The only graphics permitted on the stand are company name and logo. Show management has the right to disallow or remove any stand if it is too large or if additional marketing graphics are featured on it.
4. A 50 word description of the product will need to be provided by the exhibitor to explain the operation and/or benefits to the street rod or restoration industry. HRR show management will provide an 8x11-inch freestanding sign to display the description.
5. Product must be in production, product-ready and/or shippable within 30 days as of **March 12, 2010**. No prototypes or one-off products will be allowed to enter.
6. ON-SITE ENTRIES will not be permitted.

● **The Process:**

1. Product entry forms must be submitted to Hotrod & Restoration by the exhibiting company by **February 11, 2010**.
2. An exhibitor may submit up to two (2) products per category.
3. Products must be checked into the New Product Area no later than **2:00pm on Thursday March 11, 2010**.
4. If an exhibitor is unable to personally deliver and set up their New Product, it may be shipped prior to the show, subject to handling fees incurred by the General Contractor, Geo Fern Company. Package must be clearly marked "For Delivery to New Product Showcase." If an exhibitor chooses to have Show Management accept the package and set the product up, show management is not responsible for any damage caused during shipping or product set-up and placement.

5. **A photo of each exact entry must also be displayed in the exhibitor's booth. The entry and photo display must be identical product, same part number, etc.**
6. There is a **\$195.00** showcase fee per new product that must be paid in full prior to the show.
7. The Awards Committee will judge all new products at 2:30pm on Thursday, March 11, the last day of the exhibitor set-up. Judging will be conducted by a panel of Industry Specialists.
8. The winners will be announced during the annual Hotrod & Restoration Grand Opening Breakfast, Friday March 12, 2010 (which is also the "Robert E. Petersen Lifetime Achievement Award" presentation.) The award will then be available for display in the exhibitor's booth for the duration of the show.
9. To ensure proper acclaim, a representative of the winning company should plan to be present to accept the award.

NOTE:

Each exhibitor will be responsible for the setting up and tearing down of the display. Only signs prepared by Show Management are permitted in the New Products Area. Signs will include company name, booth number, product name and 50 words or less of production description.

BEST NEW PRODUCT CATEGORIES

- ◆ **Engine Components**
- ◆ **Transmission & Drivetrain**
- ◆ **Chassis, Suspension & Brakes**
- ◆ **Paint & Body**
- ◆ **Interior**
- ◆ **Electrical & Electronic Components**
- ◆ **Shop Tools & Equipment**



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BEST NEW PRODUCT OF THE YEAR ENTRY FORM

Please complete one form per entry

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ Cell: _____

Product Information: *Information below must be typewritten or printed legibly.* This information will be printed in the New Products Directory and on the sign that is provided by Show Management.

Product Name: _____

Product Description: (Type or print 50 words or less; Show Management reserves the right to edit.)

Award Category: (CHOOSE ONE ONLY)

- Engine Components
- Transmission & Drive Train
- Paint & Body
- Interior
- Electrical & Electrical Components
- Shop Tools & Equipment
- Chassis, Suspension & Brakes

Suggested retail price of product entered: \$ _____

Signature: _____ Date: _____

Fax or mail this form by February 11, 2010
 Hotrod & Restoration Trade Show
 3520 Challenger Street
 Torrance, CA 90503
 310-533-2538, Fax: 310-533-2511, Attention: Jane Sweeney

Payment: # 195.00 per new product Check Enclosed Visa MasterCard Amex Disc

Credit Card#: _____

Cardholder's Signature: _____