



March 22-24, 2012  
Lucas Oil Stadium, Indianapolis

# Innovation Awards

The New Product Showcase is one of the most anticipated parts of the Hotrod & Restoration Trade Show each year. All exhibiting companies are eligible to enter new products into the Showcase to compete to win one of the seven coveted Innovation Awards. Products entered into the New Product Showcase will have significant exposure to industry buyers and media.

## INNOVATION OF THE YEAR AWARD CRITERIA AND GUIDELINES

### • Criteria:

1. **No on-site entries will be permitted.** All product entry forms must be submitted to Hotrod & Restoration by **February 3, 2012.**
2. Only companies that are exhibiting at the 2012 Hotrod & Restoration Trade Show may enter new product(s).
3. All products entered into the New Product Showcase must be new as of March 2011.
4. Product must be in production, product-ready and/or shippable within 30 days of **March 22, 2012.** No prototypes or one-off products will be allowed to enter.
5. An exhibitor may submit up to two (2) new products per category.
6. The method of display in the New Product Showcase area shall have no bearing on the judges' opinions. Judging will be based on the merit of the entry. Product will be placed on a table. The exhibitor is permitted to bring a small stand to hold the product if the product is unable to stand on its own. Show Management reserves the right to disallow or remove any stand if it is deemed too large or if it interferes with other entries.

### • Signage:

1. HRR Show Management will provide an 8 x 11-inch freestanding sign to display next to each product. A 50-word description of the product will need to be provided by the exhibitor to explain the product's function(s), applications and benefits to the industry. The provided sign will also include the company's name, booth number, product name and price.
2. **New For This Year:** Exhibitors will be permitted to bring one (1) additional sign to further explain a product's function. This extra sign must comply with the following criteria or it will not be allowed:
  - The extra sign may not be any larger than 11 x 17 inches. Signs larger than this may not be used
  - The extra sign must be able to stand on its own on a table. No sign holders will be provided for extra signs.
  - No electronic, light-up or video "signs" will be permitted.
  - Show management reserves the right to disallow or remove any extra sign if it is found to have not follow the above criteria, or if interferes with other entries.

## ● The Process:

1. Judging will take place on the last day of exhibitor set-up, Thursday, March 22, 2012 at 2:30 p.m. All entries must be checked in with Show Management **no later than 2 p.m. on Thursday** to be eligible for judging.
2. 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. Packages must be clearly marked "For Delivery to New Product Showcase." If an exhibitor chooses to have Show Management accept the package and set up the product, Show Management will not be responsible for any damage caused during shipping or during the set-up/placement process.
3. **You must either have the product you've submitted on display in your booth, or a photo of each exact entry on display. The product or photo on display in your booth must be the identical product, same part number as your New Product Showcase entry.**
4. There is a \$195 fee per new product entry that must be paid in full prior to the show.
5. If electrical is needed for your display there is a fee of \$79 that will be added to the New Product Entry Fee.
6. The winners of the Innovation Awards will be announced during the Hotrod & Restoration Grand Opening Breakfast on Friday, March 23, 2012, prior to the Robert E. Petersen Lifetime Achievement Award presentation. A representative of the company should plan to attend the Breakfast to accept the award. The award will then be available for display in the winning exhibitor's booth for the duration of the show.
7. Each exhibitor will be responsible for the tear-down of its New Product Showcase display after the show.

## INNOVATION AWARD 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 & Electronic Components
- Shop Tools & Equipment
- Chassis, Suspension & Brakes

Suggested retail price of product entered: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Fax or mail this form by **February 3, 2012**  
 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  Electrical Service Needed - **\$79.00**

Check Enclosed  Visa  MasterCard  Amex  Disc

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

Cardholder's Signature: \_\_\_\_\_