

2023 IBS NEW PRODUCT ZONE TERMS, RULES, AND REGULATIONS

DELIVERING YOUR PRODUCT(S)

All entries **must be personally checked-in** at the entrance of the Central Exhibit Hall (Booth #C1049) on Monday, January 30, from 9:00 a.m. - 5:00 p.m. **Products will not be accepted after 5:00 p.m. on Monday, January 30.** If necessary, more check-in times will be made available for Sunday, January 29th. All costs related to inbound and outbound freight are the responsibility of the exhibiting company. To ensure a smooth check-in, exhibitors should [schedule a time for product drop-off](#).

On-Site Delivery:

If you are bringing your product with you to the show, it must be delivered to the New Product Zone booth by a representative of the exhibiting company. If you need assistance transporting a product located within the convention center to the New Product Zone booth, please make arrangements with Freeman, as outlined in the Labor section below (see [LABOR](#)).

Empty boxes/containers will be stored away by Freeman. Storage labels will be available during check-in.

PRODUCT DISPLAY

The product must be removed from any and all packaging. Assembled product displays and any shipping containers may be no larger than 5' wide x 5' long to be displayed in the New Product Zone. Please bring bulk items pre-assembled, the way you would like them displayed. This will greatly minimize your check-in time onsite. Large products may be placed on the floor, or if the product is larger than 5' wide x 5' long, exhibitors may place a printed photo on a table.

Staffing is Prohibited:

Products are for display only. Participating companies are **not** allowed to assign employees to their NPZ space, and it should **not** be staffed like an exhibit booth. The goal is to spark interest in your new product and drive attendees to visit your exhibit booth.

No Handouts:

Handouts and flyers are considered marketing materials and are **not** allowed to be placed in your NPZ space.

SIGNAGE

Show Management will provide a sign for each entry. Signs will include the exhibiting company's name, product name, product description, booth number, and QR code directed to your Online Exhibitor Listing.

MARKETING SIGNS ARE NOT PERMITTED

Product entries may not be displayed with a marketing sign.

PRODUCT MAY NOT BE MOUNTED ONTO ANOTHER PART TO SHOW HOW IT WORKS

Products that contain small parts or multiple pieces should be mounted on a display board. The product should fill the entire display board and not take away from the product being displayed. **The only graphics permitted on the product display board or stand are company or brand name and logo. No marketing, advertising, sales, or description copy will be allowed.** Show Management has the right to disallow or remove any displays.

Alternatively, a single photo may be displayed with a product to show its usage. The photo may be no larger than 8 ½" x 11" and **may not contain any marketing, advertising, sales, or description copy. The photo may only show usage or application of the product.** Exhibitor must provide an easel or standing frame that is no larger than the photo. Show Management reserves the right to remove any photo not meeting these requirements.

PROTOTYPES, MOCK-UPS, AND BLUEPRINTS ARE NOT ALLOWED

Prototypes, Mock-Ups, and Blueprints do not qualify as finished products. A **New Product** is defined as one that:

*...is manufactured or exclusively distributed by a company exhibiting at this year's IBS
and*

...was introduced to the marketplace and is commercially available between March 1, 2022 and January 31, 2023.

Note: Products that were displayed in a past IBS New Product Zone are not permitted and will be denied if submitted again.

PRODUCTS WITH MOVEMENT

Products with movement are permitted with Show Management approval, as long as the movement pertains to the usage of the product and does not create a safety hazard. A rendering, description, and dimensions of the displays must be e-mailed to IBSMarketing@nahb.org before the show for approval.

FLAMMABLE PRODUCTS/LIQUIDS

No flammable products or liquids are permitted.

DIGITAL PRODUCT ENTRIES. COMPUTERS AND SOFTWARE

Entrants who wish to display a home page, application, or computer catalog may do so. Software may be displayed on a laptop computer or mobile device. Devices must be self-sufficient and set to run for the entire Show. **Running presentations must only demonstrate the product and may not include sales or advertising content. Devices must be set to display themselves and may not be interactive.** IBS Show Management is not

responsible for any equipment or software on display during the Show. Show Management reserves the right to prohibit presentations deemed inappropriate at their sole discretion. **It is the participant's responsibility to ensure that their device, TV, laptop, etc. is locked and secured.**

If a product entry is purely or primarily digital in nature (i.e. GPS unit, ECU tuner, diagnostic tool, etc.) exhibitor may display a single sign explaining the programming and/or functionality alongside the product. Such signage may not exceed 8 ½"x11," and the exhibitor must provide an easel or standing frame no larger than the signage itself. **This signage cannot contain any marketing, advertising, or sales copy.** Show Management reserves the right to remove any signage not meeting these requirements.

PRODUCT REMOVAL

Exhibitors must make arrangements to remove their products between 5:00 p.m. and 7:00 p.m. on Thursday, February 2. Products left at the booth will be disposed of and any fees for disposal will be charged to the exhibitor.

SECURITY

IBS and Show Management does not accept any responsibility for entries. By completing the entry form, you expressly waive and release IBS and Show Management, their respective directors, officers, employees, agents and/or servants from and against any and all liability for damage, destruction or loss of the entry submitted to the New Product Zone or any consequential loss or damage whatsoever.

LABOR

Freeman can assist with the delivery of New Products that cannot be hand-carried to the New Product Zone. If your product requires a cart or labor for check-in, complete the Labor Order form located in the Online Exhibitor Services Manual (found in the [IBS Exhibitor Portal](#)). Carts will be available for a fee during check-out on Thursday, February 2 until 7:00 p.m.

ELECTRICAL

If electricity is required at your NPZ space, you will need to request it on your application. This is a single outlet - 5 amps 120 volts.

DISCLAIMER

Exposition Management has absolute discretion to exercise these rights. Provided, however, that the taking by Exposition Management of any one or more of the above actions shall not limit in any way other remedies available to Exposition Management provided elsewhere in this Contract or provided by law.