

NEW PRODUCT LAUNCH SHOWCASE

ATA TRADE SHOW AWARDS

The New Product Launch Showcase serves as an area where Show attendees can preview all the **New Products Introduced at the ATA Trade Show**. These products will be showcased in a high-traffic area.

Products accepted in the New Product Launch Showcase can not be sold at any level of distribution until January 2023. This showcase is only for products released for the first time at the ATA Trade Show.

Industry experts will vote and award gold, silver and bronze awards for their favorite products displayed in this area. Space is limited and will be reserved on a first come, first serve basis. Deadline to reserve space is Tuesday, Dec. 6.

DROP OFF

Products need to be delivered to the New Product Launch Showcase the day before the Show opens, Tuesday, Jan. 10 between 10 AM - 4 PM. The exhibitor will be given a tent card with their company name and booth number to display next to their product. ATA will choose the display location for the item(s).

PICK UP

Items are to remain in the New Product Launch Showcase until the designated pick-up time. All products must be picked up Friday, Jan. 13 between 3 - 5 PM.

VOTING

Voting by a panel of industry experts/influencers will take place on day one of the Show (Wednesday, Jan. 11, Buyer Day), closing at 4 PM.

ANNOUNCEMENT

The three winners, placing gold, silver and bronze, will be announced and awarded at the Show.

Winning products will be identified via special displays in the New Product Launch Showcase for viewing on days two and three of the Show.

The ATA will work with each winning exhibitor to produce a video highlighting your winning product. These videos will be posted on the ATA's social media channels and provided to the winning exhibitor for their own promotional use.



SIGN UP NOW!

Click here to log in to your **MyATA** account and reserve space in the New Product Launch Showcase.

QUESTIONS?

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