



2011 NEW PRODUCT SHOWCASE CONTRACT

April 6- 9, 2011 ~ Chicago, IL

American Academy of Audiology, Inc.

Payments Only: AAA Lockbox

11654 Plaza America Dr. # 507

Reston, VA 20190-4700

FULL PAYMENT MUST ACCOMPANY FORM

COMPANY INFORMATION

Company _____

Contact _____ Title _____

Full Address (No PO Boxes) _____

City _____ ST _____ Zip/Postal _____ Country _____

Phone _____ ext: _____ Fax _____

E-mail _____ Signature required: _____

By providing this information, you consent to permit the Academy to share this information only with our Official Contractors. You must be an exhibitor to purchase a New Product Showcase. Companies must adhere to all Rules and Regulations as set forth in (a) the Exhibitor Manual, (b) the Rules and Regulations found on the Exhibit Space Application and Contract, and (c) convention center rules and regulations.

GENERAL INFORMATION

Showcase Stages are \$750 each with a limit of two stages per company. The NPS display will sit in a high traffic area. Exact placement TBD. Each stage comes with a small announcement sign 5" x 7" and locked 9"x12"x12" draped stage (size approximate). **Items larger than the display case will not be forced into the slot and will be returned with no monies returned.** Participants must be a current exhibitor in order to purchase a display stage in the new product showcase. **Refunds will not be given after January 1, 2011.** – Showcase will be limited to 10 display cases. First come, first served.

- New Product Showcase Product Name, description and exhibitor booth number will be listed in the Daily News
- New Product Showcase Product Name, description and exhibitor contact information will be listed in the May/June issue of *AudiologyToday*
- Attendees will be given the opportunity to vote on the Best New Product at AudiologyNOW!
- The winner will be announced in the exhibit hall on Saturday morning.
- The winner will have a photo of the product with description and exhibitor contact information listed in the May/June issue of *AudiologyToday*.

Policies and Procedures:

- Exhibitor is responsible for all costs associated with shipping your materials to the show site. If you are showcasing a small item, a display stand is recommended.
- The 5"x7" announcement sign will list your company name, booth number, the title of your product, and a 40-word description. Information will be printed just as submitted. The Academy will not edit your information.
- The display case will be locked at all times. The Academy is NOT responsible for products lost or stolen from the display case. The Academy recommends that prototype products be displayed ONLY if the exhibitors have more than one sample.
- You may submit a photograph of your product if you choose not to display the product itself.
- Contracts will be accepted on a first come, first served basis. Placements in the showcase will be made alphabetically.
- Products in the showcase must be related to the field of Audiology. Any products not related to Audiology will be removed from the display and refunds will not be given.
- Participating companies may be listed in Academy marketing materials prior to and at AudiologyNOW!. There is no guarantee in the use of any particular company name or item, in part or in whole, and recognition will be solely for the benefit of AudiologyNOW!.
- Participants are NOT permitted within the display showcase during staging or teardown.

PAYMENT INFORMATION

Number of Stages _____ x \$750 (each) = TOTAL AMOUNT DUE \$ _____ (US dollars)

Payment: Check # _____ make check payable to: American Academy of Audiology, Inc.

ACADEMY USE ONLY

Date Received	Amount Received	Product Stage(s) Confirmed
____/____/____	\$ _____ .00	_____