



2009 ISC East New Product Showcase Instructions

Welcome to the return of the New Product Showcase to ISC East. Please read this letter carefully as it explains the procedures for product set-up and breakdown.

Product Drop-off: Tuesday, October 27, after 9 a.m.

We will be ready to accept your products at the New Product Showcase area (booth #1347) at **9:00 a.m. on Tuesday, October 27**. Location of displays is determined on a **first-come, first-served** basis.

Please bring:

- 1.) Your ISC badge
- 2.) One form of picture ID (driver's license preferred)
- 3.) Your product (one item)

When you drop off your product, you will sign it over to Reed Exhibitions for the duration of the show. There will be a security guard stationed in the showcase area 24/7 from October 27-29, but ISC East will not be held accountable for any lost or stolen items. Once the show floor opens on Wednesday, October 28, we will not accept any new products.

- The display area is located on the show floor in booth #1347.
- Each display will consist of one item, shown on a tabletop area measuring 1 foot wide x 2 feet deep.
- A placard will be placed in your display noting your company name and booth number.
- Each display will be allowed one marketing piece to accompany the product. If you wish to use a frame or other item to display this flyer/brochure, you must supply it yourself.
- Attendees will be directed to visit your booth to obtain more information about your product.
- Electricity will not be available.

Product Pick-up: Thursday, October 29, 4-6 p.m.

Products may be picked up at the New Product Showcase area on **Thursday, October 29, between 4 p.m. and 6 p.m.** Additional charges may be incurred if your product is not picked up by 6 p.m.

Please bring:

- 1.) Your ISC badge
- 2.) One form of picture ID (driver's license preferred)

We thank you for your participation and look forward to a successful New Product Showcase. If you have any questions, please contact:

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