

Exhibitor Guide



New Products Form - Innovation Station

The number 1 reason retailers attend is to see what is new!

Starting in 2014, we asked the Retailers to choose the Best New Products for the Retailers Choice Awards. Who better to choose than those that sell the product and interact with booth personnel?

The criteria for a new product is based on functionality quality/durability, flexibility, aesthetics/style and innovation and must be new since the 2017 Show (new packaging does not qualify).

The winners will be notified by 2:00PM on Friday, January 19. Recognition will be given in the March edition of the Yardstick Magazine.

If you wish to feature your new product in our NEW Show Guide, please complete this form and email to kristas@wrla.org or fax to 204-947-5195 **no later than December 1, 2017.**

Don't know your new products yet?

If you can't participate in the printed guide, you can still feature a New Product in our Innovation Station. This is the area retailers will view and vote for Best New Product.

You have until January 10, 2018 to complete this form and submit to the WRLA.

Plan to bring and place your new product in the Innovation Station new products area at the inside of the main entrance to the show floor.

Information to be listed in Show Guide:

*The information you provide below will appear in the printed Show Guide. Please review your information for accuracy. If submitted after December 1, 2017, you will **not** be included in the printed guide, only featured in our Innovation Station.*

Company (as displayed on booth):

Booth(s) #:

Product Name:

What's new about this product? (brief description):

***Image: Please submit an image of the new product. This will be included in your listing.**
Please use only jpg., png., or gif. formats.