

# NEW PRODUCT DISPLAY (NPD)

## ABOUT - NPD

- The New Product Display is where you will display the hottest new products and prototypes. Qualified New Products and Prototypes must be new to the market, **less than one year**.
- The New Product displays are for one product only and are a standard 2' x 2' table or floor. Additional products may be displayed for additional fees, please call for information. Please confirm the size of display required and quantity of new products with NLGS in advance.
- While we arrange for enough space for all displays, spaces are selected on a first come first served bases. NPD opens Monday at 9:00AM. All displays must be set up by 3:00PM.
- All new product display products are considered for the NLGS Product Pick Awards. Winners will receive cash awards plus additional publicity.

**Top Prize for NLGS Product Pick Gold Winner - \$250.00**

**Second Prize - \$175.00**

**Third Prize - \$75.00**

- Please provide a description for each product display. The description must include Wholesale & Retail Pricing. Description needs to be on display with product. Additional marketing literature is welcome and encouraged. Vendors should come prepared and are responsible for all display materials.

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EXAMPLE BELOW  
NPD - Description

(Card to be folded in half along line and used as a tent card beside new product.)

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**ACME's 500 Series Garden Tool (Font Size 20, bold)**

This is your product description. Please print on white cardstock, **use size sixteen normal font** and make your description clear and pointed. You are welcome to have tare-sheets, pamphlets, etc. beside your product to provide more information to the buyer, but remember this card gives the majority of information to the buyers. This paragraph is what sixty words looks like.

**Pricing Information:**

**Wholesale Price:** \$99.99 per unit (example)

**Suggested Retail Price:** \$159.99 per unit (example)