



2018 NEW PRODUCT INFORMATION

Is your company planning to launch or display a new product at Canada's Farm Progress Show? Please provide us with some information and we will help you promote it!

Company: _____ Contact Name: _____

Email Address: _____ Phone #: _____ Booth #: _____

Product Name: _____

Description of Product: (The description that you provide will appear in the Show Guide)

50 words or less

PRODUCT LAUNCH INFORMATION

Company: _____ Contact Name: _____

Email Address: _____ Phone: _____ Booth #: _____

Product Name: _____

Description of Product: (The description that you provide will appear in the Show Guide)

50 words or less

Launch Date: _____ Launch Time: _____

Do you have a new product you would like to launch on the Launchpad stage? Yes No

If yes, which day would you prefer? (based on availability) June 20, 2018 June 21, 2018 June 22, 2018

- New Products: Products released within the last calendar year.
- Product Launches: New products that you are unveiling during Canada's Farm Progress Show on June 20-22, 2018.
- Exhibitors can only enter their new product in one of the categories.
- Exhibitors can forward a copy of any Media Release on their product and it will be available in our media room during the show. All media releases must be received by **May 25, 2018**.
- Exhibitors having Product Launches during the show must list the time of the launch. This information will be forwarded to the media attending the show and listed in the show guide.
- All information must be received by **May 1, 2018** to be listed in the Official Show Guide.