



# 2018 BEST NEW PRODUCT OF THE YEAR

## 21<sup>ST</sup> GOODGUYS PPG NATIONALS

YES! PLEASE INCLUDE US IN THE NEW PRODUCT OF THE YEAR FOR 2018!

**BEST NEW PRODUCT CATEGORY:**

- ENGINE AND TRANSMISSION COMPONENTS
- SUSPENSION, CHASSIS AND BRAKE COMPONENTS
- TIRES AND WHEELS
- BODY AND GLASS COMPONENTS

- INTERIOR COMPONENTS
- ELECTRICAL COMPONENTS
- PAINT AND CAR CARE PRODUCTS
- GARAGE, SHOP AND TOOLS
- DISPLAY ONLY (COULD BE PEOPLE'S CHOICE)

**DEADLINE TO PARTICIPATE IN THIS PROGRAM: JUNE 13, 2018**

**ONE ENTRY PER APPLICATION**

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

PRODUCT NAME \_\_\_\_\_

PRODUCT DESCRIPTION (50 WORDS OR LESS - GOODGUYS MAY EDIT DESCRIPTION)

SEND PHOTO - PDF, EPS OR JPEG FILES

**BILLING INFORMATION:**

- SPONSOR
  - ELECTRICAL: \$20 PER NEW PRODUCT
- PAYMENT: \$150 PER NEW PRODUCT**

TOTAL TO BE CHARGED: \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVN# \_\_\_\_\_

CARD HOLDER SIGNATURE \_\_\_\_\_

PLEASE MAIL, FAX OR EMAIL THIS AGREEMENT TO:

Goodguys New Product Competition • 1071 Serpentine Lane • Pleasanton, CA 94566

sales@good-guys.com • 925.218.9151 Phone • 925.226.7045 Fax

# 2018 RULES AND REGULATIONS

## CRITERIA:

1. New Product must be submitted by an exhibiting manufacturer or sole distributor at the July 6-8, 2018 Goodguys PPG Nationals in Columbus, Ohio.
2. Must be a New Product as of July 2017.
3. New Product will be displayed on skirted tables for most products. If the product cannot be displayed on tables, space will be given next to the showcase area for floor items. A small stand can be made to hold or display your New Product. Stands should not be large in size and show no graphics on these stands.
4. All products must be pre-registered; no on-site entries will be permitted, unless pre-approved by Goodguys staff.
5. Only automotive products will be accepted in this competition. Apparel, jewelry, novelty and printed items will not be accepted.
6. June 13th, 2018 is the final day to submit paperwork to participate in the New Product Showcase.

## CATEGORIES:

1. Engine and Transmission Components
2. Suspension, Chassis, and Brake Components
3. Tire and Wheels
4. Body and Glass Components
5. Interior Components
6. Electrical Components
7. Paint and Car Care Products
8. Garage, Shop and Tools
9. Display Only (Could be People's Choice)

## GETTING INVOLVED:

1. To be featured in the August Gazette, New Product forms must be received by Friday, May 11th, 2018.
2. Goodguys will run an article highlighting the New Products in the August Issue of the Gazette. An article in the December Gazette will feature the winning companies and products of the 2018 Goodguys New Product Program.
3. An exhibitor may submit more than one New Product. New Product fee is \$150.00 per product. Electricity is available for \$20.00 per product. Both must be paid in advance. Additional forms can be found in the vendor section of the Goodguys website: [www.good-guys.com](http://www.good-guys.com) or sent by request.
4. Email a photo of the New Product to [sales@good-guys.com](mailto:sales@good-guys.com). PDF, EPS, or JPEG files preferred.
5. Product must be brought to the New Product area in the Bricker Building (Vendor Building) no later than 1pm on Thursday, July 5th, 2018.
6. Judging will be performed Friday and Saturday.
7. Product will be displayed during the vendor building hours. The New Product area will be open to the event participants and spectators on Friday and Saturday from 8:00 a.m. until 5:00 p.m.
8. Winners will be announced during the Saturday evening awards for the "Street Rod and Street Machine of the Year" winners in the Celeste Building around 5:30 p.m. Each company should have a representative in attendance in order to accept an award. The People's Choice Award, voted on by those who view the New Products area, will also be given.
9. For maximum exposure and benefit, New Products should be displayed in your company's booth as well. Goodguys will provide an 8" x 11" freestanding sign to describe the product for each New Product submitted to the New Product area. No other signage will be permitted in the New Product display area.
10. Security will be overseeing the display area on Friday and Saturday from 8:00 a.m. - 5:00 p.m. Product pickup will only be on Sunday from 8:00 a.m. thru noon and security will require a copy of your New Product form. Goodguys or the Ohio Expo Center assumes no responsibility for losses, etc., for items on display in the New Products area at any time. All items must be removed from the area between 8:00 a.m. and noon on Sunday, July 8th, 2018. This will be the only time items can be checked out for removal.
11. No company literature or selling will be permitted in the New Product area during show hours.
12. A flyer will be in the participants goodie bag at Columbus to show where the New Products will be displayed and the "cast your vote form" for the People's Choice Award.