



NEW PRODUCT GALLERY

Gain additional buyer exposure by displaying your new product in the Casual Market Chicago **New Product Gallery**, located on the first floor, North Corridor of theMART during Market, September 25-28, 2018.

This year's New Product Gallery will display a wide range of casual indoor and outdoor furniture and related accessories from the Market exhibitors in the Market Suites and permanent showrooms. Products will be identified by signs and in a special handout that will be available on-site at the display.

Participants must meet the following requirements:

- **Only one (1) item per manufacturer will be accepted. We are limited to 50 products. Participation is on a first-come, first-served basis.**
- **The New Product Gallery will be displayed in multiple locations on the First Floor of the Merchandise Mart, including but not limited to: North Lobby under the escalators, North Lobby Corridor, East Pass Through and North Lobby across from registration. Spaces subject to change. Manufacturers cannot specify their location.**
- Participation is limited to Casual Market Chicago 2018 exhibitors and participating permanent casual showrooms.
- Product submitted must be NEW for the September 2018 Market.
- The reservation form, photo of product and a payment of **\$300 per item must be received on or before August 1, 2018**. Credit cards are preferred; checks are acceptable and should be made payable to **MTS-MM LLC and reference "Casual Market Chicago New Product Gallery"**. Checks for the total cost must be received within 10 business days of receipt of signed agreement by Show Management. Payments made by credit card will be charged the total cost within 10 business days of receipt of signed agreement by Show Management. All payments are non-refundable and non-transferable.
 - * New Exhibitors will receive \$25.00 off the submission fee. As a benefit to being in the New Exhibitor Spotlight Program all **2018 New Exhibitors will be charged a discounted price of \$275 per item.**
- **Product *must* arrive fully assembled. If not, you will be charged a fee for the time to assemble your product.**
- **No promotional materials or additional signage is permitted on the display.**
- Due to space and weight limitations, product submitted must be limited in size to approximately 3' wide by 3' long. For example, a chair or a highboy table is acceptable. In addition, all items submitted should be easily maneuvered by two people.
- Umbrellas are acceptable for the display and need to fit within specific size limitations; however, **we are limited to three (2) umbrellas within the display areas.** Umbrellas will be displayed on a first come, first served basis upon submitting this form.
- Product must be able to be displayed as product would be in use. If for any reason a product is determined not to fit in the display, MMPI has the right to return the product to the exhibitor's showroom/booth and will refund the fee.
- Your product for "New Product" **MUST be packed completely separate** from the rest of your shipment and sent to the attention of Teddi McLaughlin. Please print and use the label sent to you prior with the correct address and labeling for the product. If your product is not labeled properly or packaged with other shipments, MMPI will not use track your product and will not refund the reservation fee.
 - Please send the shipping provider and tracking number to tmclaughlin@themart.com once it has been shipped.
 - **New Product Gallery – Attention: Chris Basoirka
Merchandise Mart Properties, Inc.
222 Merchandise Mart Plaza Suite 470
Chicago, IL 60654**

- Actual product for the New Product Gallery should be delivered between **8 a.m. and 3 p.m. Monday, September 10 to Thursday, September 13. No products will be accepted after the deadline.**
- Showrooms requiring their product to be picked up directly from their showroom should be ready for pick up on **Wednesday, September 19.**

All boxes should be clearly marked NEW PRODUCT GALLERY and shipped to:

**2018 Casual Market Chicago
c/o NEW PRODUCT GALLERY
MMPI
222 Merchandise Mart Plaza
The Merchandise Mart West Dock
Chicago, IL 60654
Attention: Chris Basoirka**

- Products must be accompanied by a business card and product description. Items without identification will NOT be accepted.
- A design professional will set up the New Product Gallery in the order that he/she feels best. No products are to be moved or added to the Gallery after it is set up. If a product is moved or added after the Gallery has been staged it will be removed and the entry fee will not be reimbursed.
- The Merchandise Mart will return your product from the New Product Gallery to your temporary exhibit by 4:00 p.m. and permanent showrooms by 6:00 p.m. on Friday, September 28.

Note for permanent showrooms: A representative must be available to receive the product. If the showroom is not open during this time, the product entry will be left in the hall in front of the showroom at your own risk. The showroom will then be responsible for moving the product back into the showroom

- By submitting your New Product Gallery Reservation Form, you agree to bear the entire risk of loss to or damage of your property or of any injury to a person occasioned by your property which is brought into the Merchandise Mart for such display. You also agree at all times to insure all products from any loss or damage and to insure against injury to a person occasioned by your property being on display howsoever caused and you waive any and all claims against Merchandise Mart Properties, Inc. or the Building's owner, for such any loss or damage or related injury regardless of the cause.



**Casual Market Chicago
2018 NEW PRODUCT GALLERY RESERVATION FORM**

Participation requires a **\$250.00 fee per item (\$225.00 for New Exhibitors)** with a limit of one item per manufacturer to be featured in the 2017 New Product Gallery. Participation is on a first-come, first-served basis. Please submit this form along with an image of the product and payment on or before **August 1, 2018**. Checks for the total cost must be received within 10 business days of receipt of signed agreement by Show Management. Payments made by credit card will be charged the total cost within 10 business days of receipt of signed agreement by Show Management. .

Company Name: _____

Showroom/Market Suite #: _____

Please select if you are New Exhibitor, Returning Exhibitor, or Permanent Showroom

New Exhibitor

Returning Exhibitor

Permanent Showroom

Product Name: _____

Product Dimensions: _____

Weight: _____

Contact Name: _____

Contact Phone Number: _____

Contact E-mail Address: _____

I have read and will adhere to the New Product Gallery Rules & Shipping Instructions:

Signature: _____

Would you like the image of your product to be considered for posting on the Casual Market Chicago social media sites?

Yes

No

Please provide product name and a 50-word (max) description of the product for Social Media posts (theMART has the right to edit descriptions): _____

ALL PAYMENTS NON-REFUNDABLE AND NON-TRANSFERABLE

Make checks payable to MTS-MM LLC reference "Casual Market Chicago New Product Gallery" or you can receive a link to pay via credit card.

EMAIL OR MAIL FORM TO:

**Teddi McLaughlin
Casual Market Chicago 2017
New Product Gallery
222 Merchandise Mart Plaza, Suite 470
Chicago, Illinois 60654
Tel: 312.527.7764
tmclaughlin@themart.com**

NEW PRODUCT GALLERY



CASUAL
MARKET
CHICAGO

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