

# Participate in Demos and Receptions

There are dozens of ways for you to connect with the USITT audience. It all depends on what your goals are, who you want to meet and how you'd like to meet them. Here are just some of the opportunities for you.

## Product Showcases

**New Product Showcase** – This event is part of our exciting Opening Night on Wednesday, April 1 from 7:00pm-10:00pm. Last year boasted over 1,500 attendees in an electric environment. The exciting show-and-tell like event serves a teaser for what the attendee can expect to see at Stage Expo the next few days.

Get up on stage for just a short few minutes; dazzle and amaze the frenzied audience; toss out swag which the attendees will take home with them and keep year-round. **First Come, First Serve, Limited to 12 companies.** Due to increased demand for participation in this event and the need to keep the event fresh, USITT is instituting a priority system. If selected you will receive a confirmation email on Friday, February 14<sup>th</sup>.

1. A Product Debut at the New Product Showcase (\$0) - First Come, First Serve
2. A New Product to market within 12 months (\$250)
3. New Exhibiting Company to USITT (\$250)
4. Software Updates/Updated Features (\$250)

**Costume Fashion Shows** – This years Costume Fashion Shows will be housed on the Design Stage and are intended for costume rental companies to showcase their inventory in fashion shows scheduled throughout the event. There is no charge to participate as a costume rental exhibitor. Contact Karen Greenfield at 800-932-7488 x 112 or [Karen.Greenfield@usitt.org](mailto:Karen.Greenfield@usitt.org).

**Console Demo Area** – 2020 will see the return of our console demo area on the expo floor. Manufacturers will have a better educated attendee, and USITT is able to offer a way to connect the attendees with your products. There is no charge to participate as a manufacturer. Contact Cody Hann at 800-932-7488 x 107 or [cody@usitt.org](mailto:cody@usitt.org).

## Receptions

**Opening Night Cocktail** – This event on Wednesday, April 1, is our largest single gathering of attendees. We're anticipating 1,800 of the attendees in what is an evening of networking, entertaining, and Stage Expo preview. Make sure to add this event to your schedule to mingle with the attendees and start the dialogue.

**Regional Section Events** – USITT has 14 different regional sections that host breakfast networking events on Thursday, April 2 at 8:00am. Stop by your region to meet and get connected to the attendees in your area.

**Closing Night** – USITT takes Closing Night out on the town! Last year, our closing night party drew 1,500 attendees, our largest ever. After you finish packing up your booth, come join the attendees for a final beverage and continue the conversations you started in the booths.



# NEW PRODUCTS SHOWCASE

## Submit by February 12, 2020

Stage Expo exhibitor will take center stage to creatively promote their products to a lively audience. The 2020 New Products Showcase is scheduled for Wednesday, April 1 with Opening Night festivities beginning at 7:00pm followed by New Products taking the stage at 8:00pm. Stage Expo exhibitor may sign up for a 3-5 minute presentation of their products. Due to increased demand for participation in this event and the need to keep the event fresh, USITT is instituting a priority system. If selected you will receive a confirmation email.

Signup Priority and fees:

- 1. A Product Debut at the New Product Showcase (\$0) \_\_\_\_\_
- 2. A New Product to market within 12 months (\$250) \_\_\_\_\_
- 3. New Exhibiting Company to USITT (\$250) \_\_\_\_\_
- 4. Software Updates/Updated Features (\$250) \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Presenter: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please list the name and description of your new product. Include approximate size and weight if this is appropriate:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- I will need
- A table to place my product on
  - Power, specify type: \_\_\_\_\_
  - Sound playback
  - Something else \_\_\_\_\_

- I will be presenting
- A PowerPoint presentation
  - A video file  A product demonstration
  - Something else \_\_\_\_\_

Upon receipt of this form, USITT will email a link for the payment amount above. I agree to the payment amount above for the New Products Showcase event presentation.

\_\_\_\_\_  
Signature

Please e-mail completed form to [cody@usitt.org](mailto:cody@usitt.org) or Fax to: 866-398-7488