



GROW
WEST COAST
HORTICULTURE TRADE SHOW

SURREY CITY HALL CIVIC PLAZA
SEPTEMBER 15 + 16, 2021

NEW PRODUCT SHOWCASE

Introduce Your New Product to Industry Buyers

Maximize product exposure! All Grow West Coast exhibitors are invited to participate in the New Product Showcase. This feature area is a highlight for delegates and is a great opportunity for exhibitors to profile new and unique plants, products, supplies and equipment.

- Prime Location! The New Product Showcase is located in the centre of the exhibitor floor!
- Industry Buyers & Key Decision Makers looking for the hottest new products.
- Increase Your Booth Traffic! Entering a product in the New Product Showcase drives attendees to your booth!
- Best New Product and Best New Plant Award Show! Delegates will cast their votes for their favorite new plant and product. Your New Product Showcase entry will automatically be included in this competition!

Entry is **\$250 per product**. Call Tyson for pricing for products requiring over 100 sq. ft. of space - size limitations may apply



Tyson Kidd
Show Manager
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RULES & REGULATIONS

1. Products must be completely new: new prototypes or items which have been substantially re-engineered or designed. Products may include new lines to the manufacturer or supplier. New concepts and marketing ideas are also accepted. All entries will be reviewed and approved by the Grow West Coast committee.
2. Plants fall under two categories:
i. New to the BC market. ii. Plant varieties that are being re-introduced to the BC market.
3. If your product needs electrical or water supply, please contact Tyson directly.
4. If you have special POS material, please contact Tyson as soon as possible so your requests may be incorporated into the overall design.
5. Products must be delivered to the show floor by 5:00 pm, Tuesday, Sept. 14. Displays must be left up until show closing.
6. Products will only be released at the close of show to those possessing proper company identification.

