

NEW PRODUCT DISPLAY

The New Product Display program provides USCAP members and attendees at the USCAP Annual Meeting with an effective way to identify new and innovative products at the show. It also provides you, the exhibitor, with a way to draw special attention to your new products or enhancements to existing products, including, but not limited to:

Products/Services just released from R&D

Products/Services enhancements

Products/Services launched since the 2024 USCAP Annual Meeting

Products/Services for research use only

Products/Services that have received FDA clearance or are pending FDA clearance

Products/Services for sale outside of the U.S.

Products/Services related to or for research and clinical laboratories

Don't miss this opportunity to help your products/services stand out from the hundreds on display at the USCAP 2025 ANNUAL MEETING

PROGRAM DESCRIPTION*

Poster display inside the convention center exhibit hall where all Annual Meeting attendees will see your product photos, product names, company name and booth number. **BONUS! – Product images from your New Product Display will be posted in the online Product Gallery that attendees access from the online Interactive Floor Plan!!**

**Applicable deadline must be met for products to be included in the display (see below).*

ANNUAL MEETING POSTER DISPLAY

The New Products Display will feature color poster boards located in a dedicated, high-traffic area of the exhibit hall. Each product display board (70" h x 36" w) will consist of photographs, the respective product names, a brief product description (maximum of 100 characters per photo including spaces), the company name, logo, and the booth number. Poster boards will be on display starting at 9:30 AM, Monday, March 24, 2025 and remain throughout the exhibit program. On-site corrections or adjustments may be possible if reported to Exhibit Management by Noon on Friday, March 21, 2025. No refunds or fee adjustments are available if corrections are reported after this time. Other changes and/or replacement may require additional charges.

DEADLINE FOR SUBMISSIONS

Friday, February 21, 2025

Completed applications (application form, fee, product description and final materials) received by this date are eligible for the on-site poster display. After this date we cannot guarantee eligibility but we will work for inclusion depending on when they are received. Contact **Kristofer Herlitz** (kris@herlitz.com) for more information.

ELIGIBILITY

The company must be an Exhibitor at the 2025 USCAP Annual Meeting.

The company must be the manufacturer or exclusive distributor of the product/service. The product/service must be represented in the exhibit on the show floor.

FEE

Base fee: **\$1,500**

NEW PRODUCT DISPLAY DIGITAL IMAGE SUBMISSIONS

POSTER REQUIREMENTS



One high resolution version of your new product display poster is required for each New Product Display application and poster production.

Submit your New Product Display image files by emailing the high resolution file(s) to kris@herlitz.com or placing in a Dropbox file.

Please follow the dimension and format specifications below. Submissions with New Product Display images that do not meet the digital poster requirements will not be produced.

HIGH RESOLUTION IMAGE: For Poster Display Resolution: **High**

Size: Final print size is a framed poster board measuring 70" high x 36" wide

Orientation: Vertical

Resolution: 300 dpi Color Mode: RGB only

File Format: JPEG only

File Naming: *yourproductname-hi.jpg*

Other: No rules or borders around poster, do not crop file too close to edge of poster size—please leave some space around it; there is a 6" footer that will block any image so actual poster size is 76" tall.

Note: Your JPEG should be at least 4 MB in size

MAILING ADDRESS:

Please send payment to:

The Herlitz Company
108 Montgomery Street, Ste. 205
Rhinebeck, NY 12572-1106

Submission of a logo instead of product photo will be accepted ONLY for products such as software and websites (subject to approval). Please contact **Kristofer Herlitz** if you have questions regarding your application, digital image submission, or need additional information at **845.243.2906** or via email at kris@herlitz.com.

SUBMISSION INSTRUCTIONS

Complete the New Product Display Application form. Use a separate form for each product/service submitted. Posters should describe only the named product/service.

- Prepare electronic files of the New Product Display image*
- Poster must be product-oriented (product portraits) and not promotional in nature
- Poster will be cropped to fit as necessary or may not be published if improperly formatted
- The file sent by Exhibitor should be in FINAL format (appear exactly as you wish the poster to appear). The Herlitz Company producing the poster will incur additional fees that the Exhibitor is responsible for

**See above for instructions on digital file specifications.*

Order the New Product Display poster via the USCAP2025 Sponsorship Gallery and send completed application, materials, and check to **The Herlitz Company** by the deadline.

Incomplete submissions will be returned.

THE USCAP 2025 ANNUAL MEETING NEW PRODUCT DISPLAY APPLICATION FORM

Company:

Street:

City: Zip: Country:

Name & Title:

Phone:

Email:

Product Name: Introduction Date of Product:

Please refer to complete New Product Display submission requirements
MATERIALS DUE DEADLINE: FRIDAY, FEBRUARY 21, 2025

For poster images digital files can be supplied via email to kris@herlitz.com as a high resolution JPG file.

To apply for inclusion in the New Product Display, please sign, date, and email this insertion order back to kris@herlitz.com

Phone: 845.243.2906

Signed: _____ Date:

Final bills will be referenced with your PO# (if provided). You may pay online [here](#) or wait for your advertisement confirmation/invoice. All quoted rates are Net 30 days.

