

reed gift fairs

# NEW PRODUCT SHOWCASE INFORMATION





# Showcase Your Products

The number one reason why buyers attend Reed Gift Fairs is to find new products for their stores - and this August, we want to highlight your products!

## How Will Your Product Be Showcased?



Your product information may be used in the Digital Big Book, on Reed Gift Fairs social posts and email campaigns, including product name, product image, brand name and stand number.



If your product is selected to feature in the New Product Showcase, your product will feature in a display on the exhibition floor, alongside a card or tag showing your brand name and stand number.

## Eligibility

To be considered, your product/s must be **launched after January 2025**. Buyers want to see new products that they haven't seen at previous fairs.





# T&C's

1

All nominated products must be available to be purchased at Reed Gift Fairs Melbourne 2025

2

Each exhibitor can nominate a maximum of 2 products.

3

Only Reed Gift Fairs Melbourne 2025 exhibitors are eligible to nominate products.

4

The deadline to submit your product nomination is 18 June 2025.

5

Any products nominated must be on display on your exhibition stand.

6

If selected, you **MUST** provide the product in person to be displayed within the Showcase onsite.

7

We cannot guarantee that the product will be returned to you at the end of the fair.

8


We cannot guarantee the specific placement of products within the display and we reserve the right to move product displays as necessary.

9

Products will be displayed inside a product showcase display box.

10

No additional signage, business cards, brochure samples, ads or flyers are allowed to be displayed in the Showcase feature area.





# FAQ's

## **How will I know if my product has been selected to feature in the showcase?**

If your product is selected to be featured, we will email you to let you know next steps.

We can only select a limited amount of products, so we will not be able to feature every product which is nominated.

## **How will I deliver my product(s) to you?**

If your product is selected to be featured, your product must be delivered to display area onsite before midday on Friday during move-in. Further instructions will be provided in your notification of selection email.

## **Is there a cost to nominate a product?**

No, there is no cost. This is a fantastic opportunity to highlight your products to those buyers who are looking for new products and a reason to attend the fair.





Questions?  
Contact Us.

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