



## SLAS2016 New Product Award

The SLAS New Product Award (NPA) Designation will be awarded to as many as three winning new product entries at SLAS2016, the fifth annual SLAS conference. As one of the top three winners, the companies will receive the following:

- Official SLAS NPA Designation Plaque
- Granted Official Rights to Use the SLAS NPA Designation Logo for the 2016 Calendar Year
- SLAS NPA Designation Media Coverage
- Interview on The Lab Man Podcast at SLAS2016
  - Live and Recorded Wednesday, January 27 in the SLAS Member Center on the Exhibit Show Floor
  - Two-Minute Segment (per winning company) to be released via SLAS.org

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### Competition Guidelines/Process

1. Prior to the exhibition, exhibiting companies are notified about the SLAS NPA Designation competition and given the opportunity to declare participation.
  - a. Additionally, on-site in San Diego, CA, companies will be given the opportunity to opt-in to the competition if they have not done so already. Method for submission will be communicated on-site in San Diego.
2. All product entries must be on the exhibition floor and have some supporting data indicating the product works as advertised.
  - a. Exceptions may be made for product entries deemed too large to display at the exhibition center.
  - b. "Supporting data" may include, but is not limited to, demonstration on-site, product literature and statistics, podium and/or poster presentations, etc.
3. The product entry must be less than one year old in its current form (since SLAS' previous annual conference) to be considered.
  - a. New Product Entry Clarification: A product is considered new and therefore eligible for this contest if it is commercially available for purchase within 90 days pre- and post-conference.
  - b. Major product enhancements may be considered.
4. The top three winning companies of the SLAS NPA Designation must have agreed to participate in the competition and pre-accept the designation before official announcement.



Company Name:

Product Name:

Name of On-Site Contact:

Booth #

Product / Company Website:

Product Description: (<30 words):

Please return to Mary Geismann

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