NORTHEAST ACQUIRERS
A·S·S·O·C·I·A·T·I·O·N

NEAA 2027 Showcase Showdown Program Overview, Rules, and Submission Instructions

1. Purpose of Showdown Showcase: To recognize and celebrate outstanding Sponsor and Exhibitor contributions in areas such as innovation, engagement, and overall industry impact.
2. By submitting this entry, the entrant agrees to each of the rules as published in this document.
3. ALL Sponsors and Exhibitors at NEAA 2027 are eligible to participate. Including "Roaming Sponsors."
4. Al entries/solutions **must** be in production and ready to be used.
5. Each entrant must submit their entry of the Showcase Showdown Product/Service entry form no later than 5pm Pacific time on Friday, March 26, 2027. Entries received after that time will not be accepted.
6. Each entry will be evaluated by the SS judges. Ten entries will be chosen as finalists. All finalists will be notified by email at the end of day, Friday, April 16, 2027.
7. Each finalist will appear before the Showcase Showdown panel of judges and the NEAA attendees at the NEAA opening General Session on Wednesday, May 5, 2027 (Session will be from 3:15pm to 5:00pm prior to the Opening Reception). The order of the finalists' appearance will be determined by alphabetical order of finalist company. Each finalist will have 6 minutes to present his/her product/innovation with an additional 5 minutes for judges questions.
8. Finalists will go in groups of 2 in company alphabetical order..
9. Finalists have until Friday April 30, 2027, to submit their PowerPoint presentation to NEAA.
10. Judges will rate the finalists on the following criteria:
    a. Originality
    b. Revenue opportunity
    c. Presentation quality
    d. Impact on the market
11. There will be three categories of judging and associated awards for the finalists:
    a. Best of Show – Judges Choice – Presented after presentations completed in Showcase Showdown session.
    b. People's Choice Award (attendee's live voting during Session and presented after all finalists present.
    c. AI Award – chosen by submitting all finalists presentations to Char4Bot and announced at the opening Breakfast on May 6.
12. Judging Process:
    a. Best of Show – AI Generated

i. Presentations will be fed to Chat4Bot.
ii. AI selects the top three.

b. Most innovative Product/Service (Judges Award)
i. Four investor/journalist judges
ii. Exhibitors submit a summary of Product/Service on application form.
iii. Judges choose the top 10 to be presenter finalists.
iv. Finalists present to judges and NEAA audience at session on May 5.
v. Judges select the top three.

c. People's Choice Award
i. Attendees vote based on visiting booths and attending presentation session.
ii. Audience selects top three.

13. Judge's award and Audience votes will be given out at the conclusion of the session on May 5, 2027.

Submission Instructions:

1. Please fill out and save the form with your company name in the file name (by using SAVE AS, then adding your company name to the name of the file).
2. Email your form to dl.embry@att.net no later than 5pm Pacific time, Friday, March 26, 2027.
3. By submitting the form, you are indicating your acceptance of the rules of the NEAA 2026 Showcase Showdown.
4. For more information, please go to www.northeastacquirers.com