



## *What's New? What's It Do?*

The Fall Conference Committee is again having the **What's New? What's It Do?** segment of the program at the WSTA Online/Virtual Fall Conference & Exhibits.

When you are completing your online virtual booth exhibit registration under **What's New? What's It Do?**, please:

1. Give the Product Name [**new in the last 12 months**]
2. What does it do [keep it simple]?
3. Contact Person

The WSTA Associate Member Group Committee will review the submissions and decide which companies [approximately 5] will be chosen to talk about their new product [in the last 12 months] in a pre-recorded segment to be part of the online/virtual general sessions on Tuesday, October 13<sup>th</sup>.

If you are chosen:

1. Someone will contact you to set up a time to pre-record a 60-90 second segment on your new product and what it does.
2. Your pre-recorded segment will be presented at the General Session on Tuesday, October 13, 2020 at approximately 11:40 AM.

**For your information!**  
**You may want to include in**  
**your budget plans the**  
**WSTA Annual Convention**  
**scheduled for**  
**May 24-27, 2021**  
**Grand Geneva Resort**