



From Product to Pitch

Inventors get exposure at D2C's fourth New Product Showcase.

InventHelp and INPEX again partnered with ERA to produce the fourth New Product Showcase to appear on the floor of the D2C Convention, held Sept. 11–13, 2012 in Las Vegas. And again, the showcase featured inventors with innovative new products ready for marketing, license, or manufacture. For many of the 20 inventors appearing in the showcase this year, it was their first opportunity to get “up close and personal” with the direct response industry.

At the start of the show, inventors sat in on a panel discussion with industry experts to talk about topics such as fulfillment, licensing, and distribution, seeking answers that might help them navigate the exciting world of DR. “As ERA members, it’s our responsibility to help educate inventors on the intricacies of our industry,” says Michael Planit, panelist and president of New Product Strategies, Inc.

Even an unusually heavy desert rain couldn’t keep the energy from subsiding on the Tuesday before the exhibit floor opened. Inventors and members gathered at Tryst nightclub inside Wynn Las Vegas, the convention’s host hotel, for an evening of introductions and networking. Wednesday morning brought a buzz of activity in the New Product Showcase. With products and prototypes in hand, inventors made two-minute pitches to countless attendees and members, and later presented their products to a five-member panel of experts in the Learning Lounge.

Audience members looked on as inventors demonstrated their inventions. Panelists judged the inventors on “pitchability” and provided them with feedback. At the end of the pitch session, scores were tallied, and the top five inventors would return the following day to see their products pitched on the D2C stage by professional infomercial personalities at a special “Pitch By the Pros” session.


Pitch by the Pros is one of the highlights of D2C, and this year’s professional pitchpersons were Erin Murphy (formerly Tabitha from television’s *Bewitched*), Chris Steele, Jenny Repco, Dave King, and Tracy Metro. With actor Tom Jourden hosting, each Pro took the stage to pitch one of the five finalist products—Murray Goodman’s Laser Touch One massage wand, Evannuel and Catherine Cruz’s Good Hoody expandable sweatshirt/stadium blanket, Adam Pauze’s all-in-one tool, The Drywall Axe, Sherre McMahon’s AccessorEaz hanging jewelry organizer, and Roland Berthiaume’s Lo-Bak Trax back-strength fitness tool. “It’s always such a great event for the inventors in the showcase to actually see their products being pitched by the professionals,” says InventHelp’s Ronny Smith.

It was a close decision, with the five finalists exemplifying



Pro pitchman Chris Steele explains the showcase’s winning product, The Drywall Axe.

the innovation for which the DRTV industry is known. The Inventor of the Year award went to Adam Pauze, inventor of The Drywall Axe, an easy-to-use, multifunction measuring tape, utility knife, and pencil holder that makes measuring and cutting drywall and other materials a one-step process. While no word of a contract was available at press time, the award positions The Drywall Axe to be manufactured and marketed much like previous winners such as 2010’s The Steamie, a versatile kitchen gadget.

In addition to exposure to the industry’s biggest players, Pauze took home a trophy and two tickets to ERA’s Moxie Awards Gala. “I’m so glad I had this opportunity to present my product to members of the ERA,” he says. “I’m grateful to the panel for selecting me as the Inventor of the Year.” 

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