



New Product & Technology Program

The #1 reason attendees go to trade shows is to see new products and technologies.

Capture the attention of this savvy audience – for FREE !

Participate in the shows' **New Product and Technology Program – for FREE!** Be one of the first 50 exhibiting companies to sign up for this program, and you will be able to generate buzz about your latest and greatest product through a series of pre-show and on-site promotions – free of charge!

Participants will receive the following free of charge (\$100 value):

Pre-show promotion campaign:

- Listing with photo/image on the New Product and Technology page on the shows' websites
- Promotion of New Product web page as a featured link in pre-show attendee e-mail messages
- Promotion of New Product web page in a special news release
- “New” icon next to company's listing in the online Show Planner/Exhibitor Directory

On-site promotion campaign:

- Promotion in the Show Directory (special icon next to listing or special page)
- Prominent signage/display for company's exhibit

Participants may choose to purchase the following add-ons to their free promotion:

- Upgrade and additional exposure on the online Show Planner/Exhibitor Directory
- Listing in Countdown to the Show pre-show e-mail news service

Top Secret New Product?

If your new product is under wraps until the show, you can limit your participation to the two on-site promotion elements which won't be unveiled until show time. We also encourage you to take advantage of the four pre-show promotion opportunities to invite attendees to your new product launch and announce your exciting new product in general terms.

Eligibility

To be eligible, participants must be a paid exhibitor. Exhibitors must provide their own promotional copy by the communicated deadline dates for inclusion in the program's features. Show Management reserves the right to cancel this program with a full refund due to lack of exhibitor interest.

How to Participate

Complete the New Product and Technology Program Participation Form on the following page and return it to Show Management no later than **January 1, 2009**. The first 50 exhibiting companies to reply will receive this service for one of their new products or services for FREE! One free listing per company. Additional listings may be purchased for additional products for \$200 each.



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To participate, complete the information below and fax to Show Management no later than **JANUARY 1, 2009:**
Fax: +1 414-272-2672

Exhibitor Information (please print):

Company Name _____ Website _____

Contact Name _____ E-mail _____

Mailing Address _____

City _____ State _____ Zip/Postal Code _____

Telephone _____ Fax _____

Authorized Signature _____ Date _____

X

Product/Service Name and Description:

Show Management will follow-up with participants to obtain the necessary materials for pre-show program features.

FREE Participation (free listing for first product/service)	FREE X 1 =	\$ <u>COMPLIMENTARY</u>
PAID Participation (for additional products/services)	\$200.00 each x _____ =	\$ _____
	TOTAL =	\$ _____

Billing Information:

- Please invoice P.O. # _____
- Please apply payment to:

VISA Card Number: _____ Exp. Date: ____/____/____

MasterCard Cardholder Name: _____

American Express Signature: _____

TERMS: Signature on this contract for the company above warrants authority to bind the company. Participation in the New Product and Technology Program is determined by date of receipt of payment. Payment is due 60 days prior to the show to ensure inclusion. All International orders must be prepaid. All orders cancelled will incur a cancellation fee of 10% of the list price. All cancellations must be submitted in writing 60 days prior to the show.