

NEW Product Showcase Promotion

ATTENTION CMX-CIPHEX 2010 EXHIBITORS

Please supply the Show Office with information about new products being displayed in your Booth(s) at this years show for pre-show email blasts to the attendees. This information is very important, to the attendees registering. Pre-registration for this show is very strong and we are endeavoring to get as much information out in advance of the show as is possible.

Please submit the form below, along with the product information and a jpeg image to the show office. Please limit the description to one paragraph description about the new product.

You will receive:

- Posting of new product information and image on the show website
- Press Release information submitted to industry press across North America

At the show:

- Display your product in the New Product Area located on the show floor*
- Receive a "New Product Here" sign for your booth
- Notification on appropriate signage throughout the show

As well if your company wishes to distribute media kits – please let us know in advance and bring 15 kits to the show office during move in and they will be displayed on the media table for distribution as well as being supplied to all the trade press.

DEADLINE FOR Participation is March 1, 2010

NEW PRODUCT SHOWCASE Guidelines

1. The CMX/CIPHEX New Product Showcase will have a new product area on the show floor display or products can be displayed in your own booth with notification boards in key areas of the show floor. Exhibitors may choose to participate in one, or both, just indicate clearly on the application form.

2. Participating exhibitors may request a "NEW PRODUCT" sign to display in their booth during CMX/CIPHEX 2010. The sign will be delivered to your booth prior to the opening of the show.

www.cmxciphexshow.com

March 25 - 27, 2010 - MTCC North Bldg.

cmxciphex@salshow.com 1-800-282-0003 NA Wide
Ph: 416-444-5225 Fax: 416-444-8268

*CMX-CIPHEX will supply basic display material, however exhibitors requiring special display equipment must supply themselves, and displays must be approved by show management under the rules and regulations of CMX-CIPHEX 2010.

CMX-CIPHEX 2010

New Product Section Application Form

Our company wishes to participate in the CMX-CIPHEX New Product Promotion

1. On the website: _____
2. On the show floor in the new product area: _____
3. In our booth with a sign _____
4. By distributing press kits through the show office _____
5. All of the above _____

Company Name _____

Booth _____ Contact _____

Email: _____ Phone: _____

1. Our new product is: _____

Category:

Air Conditioning	_____	Heating	_____
Hydronic Heating	_____	Ventilation	_____
Refrigeration	_____	Industrial Products	_____
Kitchen & Bath	_____	Piping & accessories	_____
Electrical	_____	Energy Efficiency	_____
Software & Controls	_____	Water Efficiency	_____
Tools & Equipment	_____	Other:	_____

BRIEF Product Description [This text will be used in promotional materials for the showcase: please print clearly or type. Maximum 40 words.]

(please email image (jpegs) to cmxciphex@salshow.com for use on the new products page on the website)

Date Product was introduced to the Canadian Market? _____

Is this Product certified to an applicable standard? _____

Email or Fax To:

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