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**Show Introduces New Emerging Technologies Centre**

**Toronto ...** The CMX-CIPHEX Show, scheduled for March 22 to 24, 2012, has announced plans to introduce an Emerging Technologies Centre as part of its exhibits offering. The area, designed to highlight the latest in future-oriented solutions for HVACR, incorporating sustainable technologies, is a first for the show.

"As technologies like solar and geothermal become more widely accepted and take a stronger hold in the market, CMX-CIPHEX is the place to showcase them", says HRAI President, Warren Heeley. "We've seen from our visitor research that the contractors, engineers, architects and installers are keen for information, data and application news on this entire sector. We want the show to be the place to deliver it."

Show organizers have prepared an exhibitor prospectus and are actively seeking exhibitors for this new feature exhibit area. Of special interest are manufacturers, distributors and wholesalers with products, services, software and management tools in sustainable technology and renewable energies like geothermal, solar, solar photovoltaic and other high-performance green techniques that are stand alone applications or those that interface with traditional systems. The Emerging Technologies area will be heavily promoted prior to the show and supported with programming in the show's Learning Forum – a series of seminars running throughout the three day event.

"This new feature will be a great place to reveal what this sector of the industry brings to the market", says John Pallante, Eastern Canadian Territory Manager of Clean Energy Developments of Mississauga, Ontario. Manufacturers and distributors of products and services that serve this market can all benefit from the face-to-face exposure to the HVACR trade that this show delivers. And, for trade professionals attending the show, an area like this will put these new technologies front and

centre. They can ask questions, get advice and zero in on the equipment and applications that are right for them. It's an excellent opportunity to learn more and see product up close."

Show management is actively seeking new exhibitors for the area, especially those in areas such as heat pumps, flow centres, drilling services, solar Photovoltaic, and thermal components, as well as new software and consulting services. Interested exhibitors should contact the show office directly via telephone at 416-444-5225 or via e-mail [office@salshow.com](mailto:office@salshow.com).

CMX-CIPHEX is the biennial trade exposition for the HVACR and Plumbing sectors of the mechanicals industry. It will be presented on behalf of HRAI and CIPH at the Metro Toronto Convention Centre in March of 2012.

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The Canadian Institute of Plumbing & Heating is a not-for-profit trade association that is committed to providing members with the tools for success in today's competitive environment. More than 250 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial, waterworks and other mechanical products. CIPH wholesalers operate more than 700 warehouses and showrooms across Canada. Total industry sales exceed \$5 billion annually. [www.ciph.com](http://www.ciph.com)

The Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI), established in 1968, is the national trade association of manufacturers, wholesalers and contractors in the Canadian heating, ventilation, air conditioning and refrigeration industry who provide the products and services for indoor comfort and essential refrigeration processes. HRAI has over 1,300 members and three (3) industry sector Divisions which are as follows: the HRAI Manufacturers Division; the HRAI Wholesalers Division and the HRAI Contractors Division. [www.hrai.ca](http://www.hrai.ca)