



## New Product Showcase

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.

If received by February 1, 2012, your company 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 at the entrance to 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 10 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 APPLICATIONS IS January 30, 2012**

### **NEW PRODUCT SHOWCASE Guidelines**

1. The 2012 New Product Showcase will have a virtual display, as well as the on-show floor display. However Exhibitors may choose one over the other or to participate in both.
2. Participating exhibitors may request a "NEW PRODUCT" sign to display in their booth during the show. The sign will be delivered to your booth prior to the opening of the show.

**[www.cmxciphexshow.com](http://www.cmxciphexshow.com)**  
**March 22 - 24, 2012 - MTCC North Bldg.**

Show Office 416-444-5225 or 1-800-282-0003

\*The show 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. All displays must be approved in advance and no displays will be accepted for display on-site unless done through the show office.



## New Product Section Application Form

Our company wishes to participate in the Show's 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: \_\_\_\_\_

Please indicate the industry members who would be most interested in this product or service:

Architect \_\_\_\_\_  
Window & Door Manufacturer \_\_\_\_\_  
Installer \_\_\_\_\_  
Other \_\_\_\_\_

Is there detailed information on this product/service on your web site? Please provide link:

\_\_\_\_\_

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

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**Date Product was introduced to the Canadian Market?** \_\_\_\_\_

**Is this Product certified to an applicable standard?** \_\_\_\_\_

Please email to the show office – [cmxciphex@salshow.com](mailto:cmxciphex@salshow.com)