

November 3 - 4, 2010 • International Centre • Toronto, ON, Canada

New Product Showcase Program

Submit your company's new products to be displayed in the Canadian Waste & Recycling Expo New Product Showcase Program for ultimate show exposure!

We are pleased to offer the program benefits into one easy package.

Enter by October 22, 2010 and receive the following marketing opportunities:

Before the Show: New Product Preview

This product booklet will be placed on the official show web site and viewed by pre-registered attendees before the show featuring your company's latest innovation. Each submission includes the product description, photo, company name and product category. The New Product Preview will be available online August 2010.

During the Show: New Product Showcase

Display your new product in our New Product Showcase special feature area on the show floor. This area is a draw for both exhibitors and attendees alike – use it to spotlight your new and innovative products. Each product will be displayed with a sign featuring your company, product name, description and booth number.

Defined Product Category Codes:

CS Composting Systems / Components	IT Incineration / Gasification / Thermal Technologies
LO Landfill Operations / Systems	TS MRFs / Transfer Stations / Storage / Containers
RS Recycling Equipment / Services	TT Trucks & Transportation Equipment / Heavy Equipment
WD Waste Treatment / Disposal	TE Software / Technology / Education
CD Construction & Demolition Waste / Scrap Recycling	PW Infrastructure Redevelopment / Public Works

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New Product Showcase Entry Form

Authorized Representative: _____

Company Name / Booth Number: _____

Address: _____

City: _____ State / Province: _____

Country: _____ Postal / Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

PRODUCT INFORMATION

Name of Product: _____

Product Description (No more than 30 words):

Two Letter Product Category Codes (Please choose one): _____

See the defined product category codes list on the previous page

Product Dimensions & Weight: Length _____ Height _____ Width _____ Weight _____

I am including a photo* for use with my product description – Email: kim.porter@usa.messefrankfurt.com

**Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2"*

ORDER & PAYMENT INFORMATION

\$100 for your 1st product entered into the New Product Showcase

Deadline: October 22, 2010

Each additional product will be accepted at a rate of \$ 50.00 each

New Product Showcase Program Quantity _____ @ C\$100 + 13% HST = C\$ _____

Cheque

Please Fax to 770.984.8023 or E-mail kim.porter@usa.messefrankfurt.com

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New Product Showcase Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at Canadian Waste & Recycling Expo 2010.
2. You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
3. Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

B. Entry Categories & Dimensions

1. Dimensions of each entry are required on the New Product Showcase application form. Please contact Show Management if your product exceeds this space requirement.

C. Application Forms

1. Participants in the New Product Showcase must complete, sign and submit an application form with full payment.
2. A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital photo of the product (**Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2'*) must also be submitted.

D. Fees & Entry Deadlines

1. \$100 for your 1st product entered into the New Product Showcase!
Each additional product will be accepted at a rate of \$ 50.00 each.
2. Checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.
3. Application form and full payment must be received by **October 22, 2010**.

E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the New Product Showcase on November 2, 2010 between the hours of 9:00 a.m. and 12:00 Noon. Show Management must approve any other delivery times in writing. No entries will be accepted on November 3, 2010.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge, business card and delivery / removal pass. A confirmation package with delivery / removal passes will be sent to the contact prior to the show.
3. Entries must be picked up on November 4, 2010 between the hours of 4:00 p.m. and 5:00 p.m. All products not picked up by 5:01 p.m. will be discarded.

F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number, product name and description. This information will be taken directly from the company's New Product Showcase application form.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the participating exhibitor.
3. **No additional literature or information is permitted with the product display.**
4. Entries must be personally delivered to the New Product Showcase.

G. Security

1. Security may be employed by Show Management in the New Product Showcase - based on need. For additional security arrangements, please contact show management.
2. Messe Frankfurt, Inc. (Canadian Waste & Recycling Expo Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated by visitors to the New Product Showcase.