

# canadian waste & recycling expo

November 9 - 10, 2011

Palais des congrès, Montréal, QC

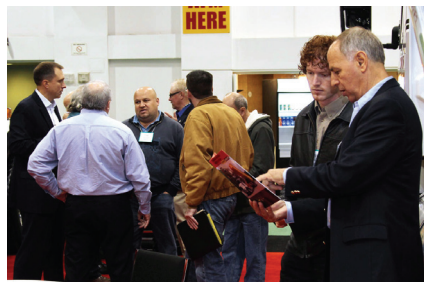
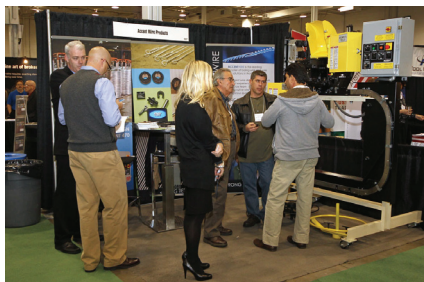
## Product Innovation Pavilion

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

**Don't miss out on this additional exposure to our highly qualified attendees at CWRE!**

**ONLY \$100 per entry!**



We are pleased to offer the program benefits into one easy package and receive the following marketing opportunities:

### **Before the Show: Product Preview**

This online 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. The Product Preview will be available online by October 1, 2011. In addition, companies participating in the Pavilion will be featured on our social media sites, in our electronic promotion and in a press release to the media.

### **During the Show: Product Innovation Pavilion**

Display your product in our Product Innovation Pavilion 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. There will also be a literature holder in front of your product to hold your product flyer for attendees to take with them.

## Product Innovation Pavilion Entry Form

Authorized Representative:		
Company Name:		Booth Number:
Address:		
City/State:		Country/Postal Code:
Phone:	Fax:	E-mail:

### PRODUCT INFORMATION (Please complete product description in both English and French)

Name of Product:	
Product Description: (No more than 30 words - In English)	Product Description: (No more than 30 words – In French)
<p><b>Product Dimensions/Weight:</b> (You must complete this in order for us to accommodate your product on the show floor). Show Management reserves the right to refuse any product. Products may be denied space due to size constraints. If product is larger than what will fit in a 10 x 10 booth, please contact us before completing the form at 403.589.4832.</p> <p>Length: _____ Height: _____ Width: _____ Weight: _____</p> <p><input type="checkbox"/> <b>EXCLUSIVE! Feature Product - CDN \$5,000</b> (product should be able to fit in your 2011 rented exhibit space) <i>Customized email to pre-registered attendees! – Top listing in PIP promotions! – Special designation onsite and in the show directory!</i></p>	

I am including a photo for use with my product description – Photo must be 300 dpi CMYK in a JPG / TIFF format with the width scaled to 2". Email: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

### ORDER & PAYMENT INFORMATION

# of Products x CDN \$100 each =	CDN \$ _____
Total - Product Innovation Pavilion	CDN \$ _____
Feature Product - CDN \$5,000 (product should be able to fit in your 2011 rented exhibit space)	CDN \$ _____
+ 5% GST =	CDN \$ _____
Subtotal=	CDN \$ _____
+8.5% QST =	CDN \$ _____
Total Cost:	CDN \$ _____

**Please Fax to 770.984.8023 or E-mail [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)**

## Product Innovation Pavilion Rules for Entry

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### A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at the **Canadian Waste & Recycling Expo 2011**.
2. **You must bring a product to display**, unless prior arrangements have been made with Show Management. 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 Product Innovation Pavilion will also be cancelled.

### B. Entry Categories & Dimensions

1. Dimensions of each entry are required on the Product Innovation Pavilion application form.
2. Show Management reserves the right to refuse any product entry. Products may be denied space due to size constraints.

### C. Application Forms

1. Participants in the Product Innovation Pavilion must complete, sign and submit an application form.
2. Each application form must be submitted with payment. Product entry may be admitted for CDN \$100 each.
3. A brief, meaningful description of the product must accompany the application (no more than 30 words). A digital photo of the product must also be submitted. (\*Photo must be 300 dpi CMYK in a JPG / TIFF format with the width scaled to 2")

### D. Fees

1. Product entries may be admitted for CDN \$100 each.
2. Cheques are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.

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

1. Products must be delivered to the Product Innovation Pavilion on November 8, 2011 between the hours of 10:00 a.m. and 4:00 p.m. Show Management must approve any other delivery times in writing. No entries will be accepted on November 9, 2011.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge and/or business card.
3. Entries must be picked up on November 10, 2011 between the hours of 4:01 p.m. and 6:00 p.m. All products not picked up by 6:01 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 Product Innovation Pavilion application form.
2. Exhibitors are permitted to have product literature for attendees to take with them at the New Product Showcase, no larger than 8.5 x 11 to fit into the holders directly in front of their product.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the exhibitor.
3. No additional literature or information is permitted with the product display.
4. Entries must be personally delivered to the Product Innovation Pavilion.

### G. Security

1. Security may be employed by Show Management in the Product Innovation Pavilion - 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 Product Innovation Pavilion.