

Technology Showcase 2010

Dear Techtex

til North America 2010 Exhibitor,

We cordially invite those exhibiting companies who have completed their latest developments, innovations or products in the last four years to present them at the third edition of the Technology Showcase.

Why Participate in the Technology Showcase?

Marketing opportunities:

- The Technology Showcase is a prime opportunity to attract new customers at **no additional cost to you**.
- Inclusion of your new product display in the 2010 Technology Showcase which includes an identification sign with your company name, product name, booth number and a literature rack for display information.
- Special recognition on the Techtextil North America website - [All entries need to be delivered to the Technology Showcase area on Monday, May 17, 2010 between the hours of 9:00 a.m. and Noon. Deadline for entry application is **Monday, March 15, 2010**. The rules, further details and an entry form are attached.](http://www.techtextilNA.com.• Inclusion in a Technology Showcase E-card that will be sent to all pre-registered attendees prior to show.• Additional exposure in the Show Directory.</div><div data-bbox=)

We are looking forward to welcoming you in May!

Best regards,

The Techtex

til North America Team

Technology Showcase 2010 Rules for Entry

A. Eligibility & Cancellation Policies

- Entries are limited to companies exhibiting in Techtex
til North America.- Entry needs to be a component or treatment of a finished product demonstrating usage of high performance textiles or nonwovens. The entry **must** be the final product - it **cannot** be just the fabric, material, etc.
- Prototypes or Mockups are not acceptable forms of entry.
- To qualify, the entries must have been introduced to the market within the last four years.
- To be admissible the exhibitor must present a minimum of 3 benefits for the Technology Showcase Entry, up to a maximum of 5. (Note: new color or arrangement of colors is **not** a benefit. New dimension of the same existing product does **not** qualify as a benefit).
- Should an exhibitor cancel their exhibit space, their reservation for the Technology Showcase will also be cancelled.

B. Application Forms & Dimensions

- Participants in the Technology Showcase must complete, sign and submit an application form.
- Dimensions of each entry are required on the application form.
- A brief, meaningful description of the entry must be included on the application form (*no more than 25 words*).
- A digital photo of the product (jpg or tif format - 300 dpi) must also be submitted.

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

- Products must be delivered to the Technology Showcase on Monday, May 17, 2010 between the hours of 9:00 a.m. and Noon. Show Management must approve any other delivery times in writing. *No entries will be accepted on May 18, 2010.*
- For security purposes, the exhibiting company'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.

- Entries must be picked up on Thursday, May 20, 2010 between the hours of 3:01 p.m. and 4:30 p.m.
- Show management does not take any responsibility for products not claimed by 4:30 p.m.

D. Entry Display

- Included with each product entry is an identification sign indicating company name, booth number and product name. This information will be taken directly from the company's *Technology Showcase* application form.
- Any labor costs associated with delivery, set-up, and removal of a product are the responsibility of the participating exhibitor. Entries must be displayed in a non-operational state. There are no connections to any utilities available unless approved by Show Management.
- Entries must be personally delivered to the *Technology Showcase*.

E. Security

- Messe Frankfurt will provide Security Personnel.
- Messe Frankfurt, Inc. (Techtextil North America Show Management) does not assume responsibility for losses by exhibitors due to theft, damage, etc.
- Photography is not permitted.
- Entries may not be touched, handled or demonstrated by visitors.

We solicit the cooperation of all participating exhibitors in abiding by the rules established for the Technology Showcase. These rules are for the protection of the exhibitors' products and for display of product in a professional, business-like setting.

TECHNOLOGY SHOWCASE 2010 – APPLICATION

COMPANY: _____ BOOTH #: _____

CONTACT PERSON: _____ PHONE: _____

E-MAIL: _____ FAX: _____

Product Name:

Brief Product Description (25 words or less):

Our product belongs to the following product categories (please circle all that apply):

- | | |
|--|-------------------------------------|
| 1. Research, development, planning, consulting | 5. Nonwovens |
| 2. Technology, machinery, accessories | 6. Coated textiles, canvas products |
| 3. Fibers and yarns | 7. Composites |
| 4. Woven fabrics, laid webs, braiding, knitted fabrics | 8. Bondtec |

Our product is used in the following area(s) of application (please circle all that apply):

Agrotech	Clothtech	Hometech	Medtech	Oekotech	Protech
Buildtech	Geotech	Indutech	Mobiltech	Packtech	Sporttech

Product weight & dimensions:

Date product was introduced to the market: YEAR: MONTH:

Price of the product:

What is NEW or INNOVATIVE about this product (30 words or less)?

Benefits (minimum of 3):

- 1.
- 2.
- 3.
- 4.
- 5.

Send Application To: **Mail: Messe Frankfurt, Inc. / Techtex**til North America Team
1600 Parkwood Circle, Ste. 615 Atlanta, GA 30339
Email: ttnasales@usa.messefrankfurt.com
Fax: +1-(770) 984-8023

IMPORTANT: A digital picture must be provided or the application will not be accepted.
Deadline for application is **March 15, 2010.**