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# EXPO 2007

## New Product Showcase Application

Automation Conference, Training and Exhibition  
**2-4 October** • Reliant Center, Houston

**Deadline: 27 August 2007**

**1** A popular feature at ISA exhibitions, the New Product Showcase is your opportunity to feature any and all of your new products.

- For those exhibitors selecting Option A, a description and photograph of your product(s) (black and white or color, no larger than 11"x17") will be mounted on your display panel. Those exhibitors selecting Option B may also display the actual product(s). Limited to one product per display. You will receive production requirements and specifications from ISA once your application has been received and processed.
- Open during show hours, the Showcase will be located in a prominent area of the Exhibit Facility.
- You can submit more than one application for multiple displays.
- A special icon will appear next to your company's information in the Official Program indicating that your company is in the New Product Showcase. Your participation will also be highlighted online at the ISA EXPO 2007 Web site.
- These are static displays - you do not need to staff your New Product Showcase display.

**2 Pricing:**

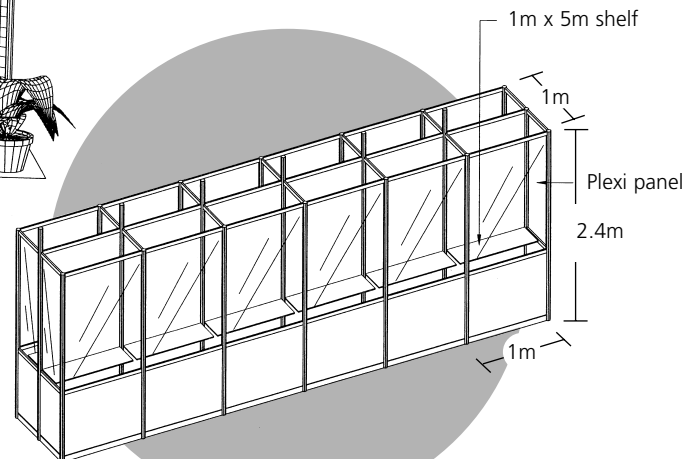
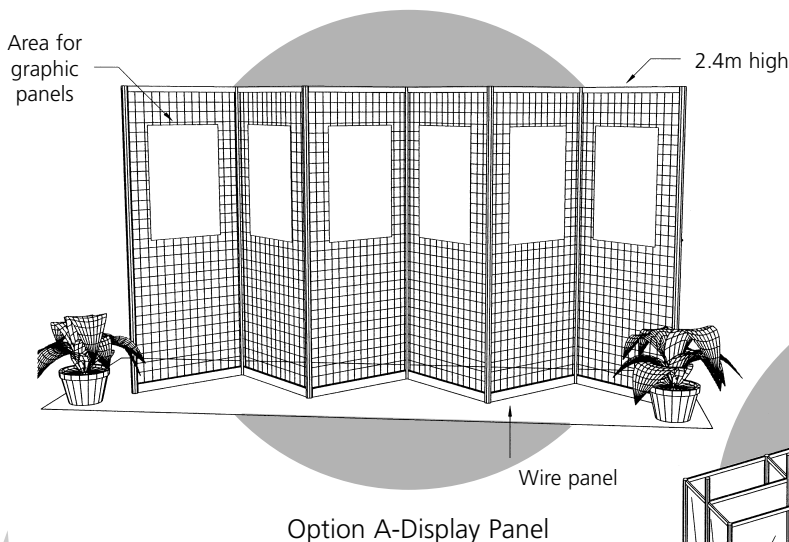
**\$300 Option A Display panel (for contracted exhibitors)**

**\$500 Option B Display panel plus shelf for displaying your product (for contracted exhibitors)**

*If you wish to display your product, please indicate its length, width, height and weight.*

*Dimension limitations are 1m long, .5m wide, 1.2m high and 200 lbs.*

**\$1,000 For confirmed co-tenants in contracted exhibitor's booth, either display cost is \$1,000.**



**"79% of attendees visit trade shows to decide what new products to buy"**

**Source: CEIR Data**

**Please print or type:**

Applicant's name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Booth No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Contact's E-mail \_\_\_\_\_

Company Web site \_\_\_\_\_

Product Name \_\_\_\_\_

May we publish the product to be showcased on the web in advance of ISA EXPO 2007?  Yes  No

**Payment Method**

- \$300 Option A Display panel (for contracted exhibitors)**
- \$500 Option B Display panel plus shelf for displaying your product (for contracted exhibitors)**  
*If you wish to display your product, please indicate its length, width, height and weight.  
Dimension limitations are 1m long, .5m wide, 1.2m high and 200 lbs.*
- \$1,000 For confirmed co-tenants in contracted exhibitor's booth, either display cost is \$1,000.**

Payment must accompany this form. Please provide the following information:

I wish to charge my fees to a credit card:

Check one:        

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

I am paying by check made payable to ISA EXPO 2007.

*Payment must be made in US dollars and drawn on a US bank.*

**Submit your application and payment to:**

Attention: Convention, Education & Certification Services  
ISA  
67 Alexander Drive  
P.O. Box 12277  
Research Triangle Park, NC 27709 USA  
Fax (919) 990-9214

Applications must be received prior to **27 August 2007**.

**PLEASE RETAIN A COPY OF THIS FORM FOR YOUR FILES.**