



WANTED!

YOUR “BEST IN SHOW” OF NEW PRODUCT DISPLAYS

You can help emphasize the theme of the 2007 *Best Show in Public Works*, by displaying photos of your company’s best new products/technologies in the APWA New Product Showcase.

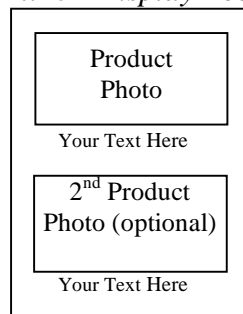
The New Product Showcase will be located in a lobby area outside the exhibit hall. This is a unique, no-cost opportunity to showcase your company and new products to Congress attendees. For your product to be incorporated into the New Product Showcase, **you must have the product showcased, displayed or represented in your booth display and the product must have been introduced after the 2006 Kansas City Congress.**

We look forward to adding your company to APWA’s gallery of the latest products in the public works industry. Please note that space is limited and will be assigned on a first-come, first-served basis. Showcase material not collected by floor management staff during move-in must be brought to the NTP Exhibit Management Office on Saturday, September 8, 2007.

To participate in the New Product Showcase:

1. Request display space by faxing the New Product Showcase application form (back side of this page) to us by August 13, 2007. Space is limited; applications will be accepted and assigned on a 1st-come, 1st-served basis.
2. The showcase display is for new product photos (photos may vary in size). All photos should be mounted **vertically on one 22”x 28”** board using one of the following materials: gatorboard, foam core, sintra, or any other rigid material that is 1/8” to 1/4” thick.
3. Write product photo descriptions (20 words or less for each photo is recommended). Copy should be in Arial Bold font and at least 24-point type. Copy should be mounted on the 22” x 28” board below each photo.
4. Be sure to include your company name and booth number on your board, so attendees can easily locate you on the exhibit floor.
5. Questions? Call Jenny Bogue at (703) 683-8500 ext. 227, 800-687-7469 ext 227.

Sample 22”x28” Display Board Layout:



Note: If you want the display back, it must be retrieved by your exhibit staff at the close of the show, Tuesday, September 12 (between 2pm – 5pm), or it will be discarded.



2007 APWA International Public Works Congress & Exposition
Henry B. Gonzales Convention Center | San Antonio, TX | September 9-12, 2007

NEW PRODUCT SHOWCASE APPLICATION FORM

TO: Jenny Bogue, National Trade Productions, Inc.
FROM: APWA Congress 2007 Exhibitor

TO PARTICIPATE, FAX THIS FORM TO 703-706-8229. Space is limited and will be assigned on a first-come, first-served basis.

Yes! I want to participate in the New Product Showcase! Please reserve a display space for my company. Below is my company address and contact information.

Name: _____

Email Address: _____

Company: _____ Booth Number: _____

Phone: _____ Fax: _____

Please fax back this application form, indicating your intention to participate in the New Product Showcase by August 13, 2007

Don't forget to create your poster! (We will email participants a notice in early September to remind you to bring yours and give specific location information of the show management office.)