



Exhibits: March 18-20, 2009
Las Vegas Convention Center, Las Vegas, NV

New Product/Service Exposure Opportunities

Looking to get as much exposure for your new product/service? Let us know!
For a nominal fee*, Electric West can give you the pre- and at-show exposure
you need to make your launch more successful:

- **New Product Gallery on www.electricshow.com and in the Show Directory:**

We will post pictures and a paragraph about your new product/service starting from the date of receiving your reservation form and materials and remaining up 30 days after the show. All new products/services listed in the New Product Gallery will also be featured in the Official Show Directory.

- **New Product Recognition on Show Floor:**

All new products/services will be clearly identified with your special “What’s New!” tag at your booth.

Please complete the form on the following page to have your new product/service included. We also request an .eps photo with each submission. Please email photo to laura.depaoli@penton.com

Sincerely,

Andrew Cohen
Sales Manager

Questions? Call me at 203-358-3711 or email me at andrew.cohen@penton.com

Give us your new products and we'll showcase both online and in print!

<p>Fax form on following page to Laura DePaoli, Electric West, at 913-514-6819.</p>

*Program Cost: \$350



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New Product/Service Information/Reservation Form

1. What is the name of your “new” or substantially redesigned product/service (must be within the last 6 months)?

2. Describe the product/service and what is most newsworthy in 2 – 3 sentences.

3. Is this product being introduced at Electric West/Power Quality & Reliability? Yes No
If not, when was it introduced? _____

4. Are you hosting any special events, celebrities or spokespersons? Yes No
If yes, please complete the following and provide any available details so that we can also use in communications to the press:

Special Event/Guest: _____

Date/Time: _____

Location: _____

Important details about event or guest appearance: _____

COMPANY _____ BOOTH # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL ADDRESS _____

Program Cost: \$350

American Express Mastercard VISA

Card # _____ Expiration Date _____

Cardholder's Name _____

Signature _____

Fax to Laura DePaoli, Electric West at 913-514-6819

Deadline: February 6, 2009

**** Please provide a high-resolution .eps photo with your submission.**

Email photo to Laura.depaoli@penton.com