



# IAOM PRODUCT SHOWCASE

## A P P L I C A T I O N

### Deadline to apply is November 1, 2011

The IAOM Product Showcase allows exhibiting companies to promote products that are featured only on the exhibit floor. The showcase presentations will be conducted on the Expo floor in the general session on Wednesday, May 9. Eligible products include both new products and existing ones that have new applications.

### Eligibility Criteria

Acceptable products for the showcase must be either

- 1) **New and Innovative** – products introduced after May 2011 that are both new and innovative. Products must not have been previously exhibited at IAOM.
- 2) **Major Improvement, New Application** – products that show significant improvement in accuracy, cost, size, safety, ease of use, effectiveness, etc., or an existing product that has a new application in the milling industry.

### Submission Requirements

- Product must be from an exhibiting company at the 2012 IAOM Expo.
- Exhibiting company must be the manufacturer or exclusive distributor of the product.
- The product must be exhibited in the IAOM 2012 Expo hall.
- Only products may be showcased; services are not eligible.
- All products must comply with FDA guidelines.
- Submit one application per product.
- 75-word description must be submitted as Microsoft Word document with completed application.
- The description should be an informational paragraph, NOT an advertisement. The presentation should emphasize how the new product/service will improve/enhance milling operations.

Company \_\_\_\_\_ Booth Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Region \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Contact Name \_\_\_\_\_

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

Product Category  Innovative  Major Improvement/New Application

Date product was introduced (date must be supplied) \_\_\_\_\_

*If selected, you will be required to submit a hi-resolution image of the product to IAOM by **February 15, 2012**. In addition, you will be required to submit a 1-page description of the product to IAOM by April 1, which will be published in an upcoming issue of International Miller magazine. Successful applicants will be notified by February 1, 2012.*

**Please send completed application form along with brief summary of presentation to:**

Director of Meetings & Exhibits | IAOM, 10100 W. 87<sup>th</sup> St., Suite 306 | Overland Park, KS 66212

Phone: (913) 338-3377 | Fax: (913) 338-3553 | E-mail: [dme@iaom.info](mailto:dme@iaom.info)

Applications may be completed online at [www.iaom.info/conferences/northamerica/products/showcase.htm](http://www.iaom.info/conferences/northamerica/products/showcase.htm)