



October 9 – 11 2012

**Sands Expo and
Convention Center at
the Venetian/Palazzo,
Las Vegas, USA**

TECHNO-HOW ZONE

The Techno-How Zone offers innovative, young technology companies from the Americas the opportunity to apply for complimentary Techno-How exhibit space at IMEX America (worth over \$7,500), an invitation for one exhibitor to the IMEX America Gala Party, year-round marketing and press slots during the show.

IMEX America believes that innovative technologies will continue to drive productivity and greater value within meetings programs and within meetings and events themselves, including face to face, virtual and hybrid meetings. We support entrepreneurs in the incentive, meetings and events, and related hospitality areas and offer this extraordinary opportunity to promote an innovative meetings related technology product or service on the world stage.

IMEX in America is the essential worldwide exhibition for meetings and incentive travel. For our inaugural show in 2011 nearly 2,000 exhibitors (including 800 from the US) attended from 147 countries representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more. Over 2,000 hosted buyers (transportation and accommodation paid by IMEX America) visited IMEX America 2011, contributing to a total of nearly 3,700 visitors to the show. More information is available at www.imexamerica.com

IMEX America 2012 will be held at the Sands Expo at the Venetian/Palazzo Hotel. The show's strategic partner and major educational provider is MPI. It is endorsed by DMAI and Site, and has an Industry Partnership with PCMA. IMEX America also has major partnerships in place with many of the other leading industry associations across the world. IMEX America will offer a unique model of trade show, new to the US market. It brings in excess of 2,000 highly qualified buyers to the show, hosted by IMEX America. This assures exhibitors of meeting and making business appointments on their booths with highly qualified hosted buyers and thousands of additional buyers, using IMEX America's unique pre-scheduling appointment system. The majority (80%) of these hosted buyers will come from North America, with the balance from the rest of the world. More information on IMEX America is available at www.imexamerica.com.

What is the offer?

There are a total of six spaces (three Techno-How Zone booth spaces and three places on the Gadget Bar), to be awarded to the successful applicants who will participate in a collective Techno-How Zone.

If your product lends itself to “hands on”, it could be perfect for the Gadget Bar within the Techno-How Zone. The Gadget Bar is a great opportunity to launch your coolest and newest gadgets to the industry, as attendees will have an opportunity to play with and experience your product.

Plus free attendance for one person at the show's Gala Party.

For companies who do not qualify for consideration for free exhibit space, they are welcome to inquire about purchasing exhibit space on the Technology Pavilion. If this is of interest, please contact Richard Allchild, email: richard.allchild@imexexhibitions.com

Applications

Entries must be submitted by Thursday April 5 2012

A panel of independent judges will review and determine the winners.

Applicants can submit technology products or services; the application refers to “product” with reference to either category.

Applicants must meet the following criteria:

- The company/product must be no more than three years old
- The company must have more than one paying customer and be actively selling and providing products
- Company revenues must be under \$1.5 million
- The product must demonstrate innovation and provide one recommendation/reference from a current customer
- If you do not meet the criteria it is possible to purchase exhibit space on the Technology Pavilion.



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Techno-How Application Form

Kindly complete and return the form before Thursday April 5 2012.

Please include any relevant marketing brochures with your application. If you require additional writing space please attach an extra page, stating the relevant heading.

Name	<input type="text"/>	
Job Title	<input type="text"/>	
Company	<input type="text"/>	
Address	<input type="text"/>	
Address	<input type="text"/>	
Country	<input type="text"/>	
Telephone	<input type="text"/>	Fax <input type="text"/>
Website	<input type="text"/>	
Email	<input type="text"/>	
Signature	<input type="text"/>	Date <input type="text"/>

Product name

Full description of product

When was the product launched?

What innovation/new value does the product provide to customers?

What is the target market for the product?

What industry events/shows have you exhibited at to date?

What are your current key marketing initiatives?

How many full-time employees or equivalents are in the company?

Any additional information that you believe will be important to the judges?

Please return entry to:

**Dale Hudson
Events and Projects Director
IMEX Group
The Agora, 1st Floor
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United Kingdom**

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