



iiar[®]
**EXHIBITOR
PRODUCT/SERVICE
SHOWCASE**



March 14–17, 2010 ↕ San Diego, California

2010 INDUSTRIAL REFRIGERATION CONFERENCE & EXHIBITION

The IIAR Exhibitor Product/Service Showcase is back by popular demand. It is one of the most popular events at the IIAR Industrial Refrigeration Conference & Exhibition Technical Program. The Product/Service Showcase was created to enhance the conference technical program by giving exhibitors the opportunity to present a solution to a broad-interest field application or operational problem while highlighting a product/service.

These Technomercial sessions will be held Monday and Tuesday. **Each session will last 25 minutes**, including a question and answer period.

Benefits:

- Invite customers to a special product/service based technical session
- Present technical information and promote a product/service
- Distribute product literature
- Special presentation area with A/V support
- *NH₃ Condenser* listing
- Pre-session exhibit hall P.A. announcement
- Business meeting recognition
- Presentation area entrance signage
- Written version published in the IIAR on-line newsletter

Highlight a Product/Service in a Technical Presentation

The Exhibitor Product/Service Showcase is your opportunity to **integrate practical/technical information and/or training into a program that promotes a product/service**. A schedule and a brief summary of your presentation will be published in the *Condenser*, the conference on-site newsletter.

The fee is **\$1,750 per session**. **Only IIAR member companies that are 2010 exhibitors are eligible to participate in this program**. A discount will be extended to exhibitors that also placed a minimum of three advertisements in the *Condenser* during the previous year. (Full page, four-color advertisers will receive a \$500 discount; 1/2 page, four-color advertisers will receive a \$250 discount.)

The presentation area will be located adjacent to the Exhibit Hall, seat up to 120 people and include a low-level public address system, screen and LCD projector. The number of sessions will be limited. Participation will be determined on a first-come, first-serve basis. Exhibitor Product/Service Showcase sessions will be scheduled during hours when the exhibit hall is open at IIAR's discretion.

Reserve a Showcase Timeslot Today!

Enclosed is my check for \$1,750.

Showcase titles will be published in the registration brochure **IF** payment is received by October 1, 2009.

Company Name: _____

Company Contact: _____

Address: _____

City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____

E-mail: _____

Phone: _____ Fax: _____

Showcase Title: (10 Words or less) _____

Session Description: (75 Words or less)

Signature: _____ Title: _____ Date: _____

Return this form with check (U.S. dollars) to: International Institute of Ammonia Refrigeration
1110 North Glebe Road • Suite 250 • Arlington, VA 22201 • 703-312-4200 • (FAX) 703-312-0065

IIAR Use: Accepted by IIAR _____ Date _____ Assigned Day _____

Batch # _____ Check # _____ Processed _____ Assigned Time _____