



NEW PRODUCTS ATTRACT ATTENTION!

IBEX 2010 NEW PRODUCT PROMOTION PLAN

Promote your new products before, during and after IBEX!

IBEX is where NEW marine products and technologies meet qualified buyers. According to our recent survey, the main motivator for most marine professionals to attend IBEX is to see new products, trends and innovation. Exhibitors who present new products and innovative ideas have a better overall show experience. Our attendees are looking for NEW ideas and solutions. To help you let them know what you have to offer, we have created a New Product Promotion Plan that is both easy, and affordable.

IBEX 2010 New 3 Step New Product Promotion Plan

STEP 1—Start NOW. It's FREE!

FREE Advertising for FIVE New Products.

Rate: FREE!

Each exhibitor may upload five FREE new products to preview as part of their IBEX 2010 online booth which not only enhance your online presence, but call attention to your company in the Exhibitor List. Companies that upload new products are identified with a NEW PRODUCT icon. See the Exhibitor List for an example. This opportunity is FREE and an easy way to call attention to your company, and your new products! If you have a photo of your new product, do not delay. Several new products will be selected to be featured in the monthly IBEX 2010 Attendee News to our targeted email list of 35,000 marine professionals.

To upload your FIVE new products, log in/on to your IBEX 2010 booth, and select the New Product Showcase ICON. Your new products will be immediately visible to potential buyers.

STEP 2

New Product & Processes Catalog

Rate: \$100. per new product

Online distribution to 40,000+ unique emails.

The IBEX 2010 New Product & Processes online catalog will be sent to our targeted email list of potential buyers. This colorful and easy to view catalog will highlight hundreds of new products in an easy to view/download, four-color catalog.

1st DEADLINE: July 30, 2010, 2nd DEADLINE: September 3, 2010



Nib/Spot Sander

The new model 3501 Nib/Spot sander is designed to be used for fine, small-area sanding and polishing on boat hulls and mold repairs.

Hutchins Mfg. Co.

Booth 9999

(SAMPLE)

BONUS BUY

Purchase five new product ads in The New Product & Processes Catalog and receive ONE FREE New Product Review ad in the *The Official Show Directory & Buyers' Guide*.

STEP 3

“New Product Review” in the IBEX 2010 Official Show Directory & Buyers' Guide.

Rate: \$500. net.

This is your last chance for maximum exposure to the large qualified IBEX buying attendees. Easy and affordable, this opportunity will drive more traffic to your booth, and continue to promote your company after the show. Show Directories go home and are used throughout the year.

Ad size: 1/6-page fixed format, feature a full-color photo of your product, as many as 30 words of copy, plus your company's contact information and IBEX booth number. We create the ad for you! All you need to do is let us know which of the new products from your online booth should be included, or send us a photo and copy.

Advertising Space Deadline: August 9, 2010

Advertising Materials Due: August 20, 2010

Ultra Low Power Marine Fuel Polishing Module

Parker's new fuel polishing module permanently installs with your existing Racor filtration system proactively removing contaminants, water, and algae 24/7. Polish more than 100 gallons per day with less than two watts allowing operation away from shore-power or while underway.

Parker Hannifin Corporation, Energy Systems IBEX Booth 2691
95 Edgewood Ave. • New Britain, CT 06051 T: 860-827-2387 • F: 860-827-2346
E: jlagrange@parker.com • www.parkerenergysystems.com



Please note: Only NEW products—available to the public for the first time after IBEX 2009, and on display for the first time at IBEX 2010—will be accepted for inclusion in the New Product Review section of *The IBEX 2010 Official Show Directory & Buyers' Guide*. No logos, please. Don't have a photo? No problem. We'll add copy “See at IBEX 2010!” as a teaser to draw curious customers to your booth.

Terms: All New Product Catalog ads are net and payment is due by September 1, 2010. This document serves as your official contract. All New Product Catalog ads are non-cancelable and non-refundable.

Online New Product & Processes Catalog ____ Number of Products

BONUS BUY—Purchase five new product ads in The New Product & Processes Catalog and receive ONE FREE New Product Review ad in the *the IBEX 2010 Official Show Directory & Buyers' Guide*.

“New Product Review” in the *IBEX 2010 Official Show Directory & Buyers' Guide*

Company: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

Fax this form to ONLY ONE of the numbers below:

Tina Sanderson

Fax: 866-469-2471

Anne Dunbar

Fax: 716-662-4709