



OCTOBER 7-8, 2009
 BALTIMORE CONVENTION CENTER
 BALTIMORE, MD
 WWW.MIDATLANTICEXPO.COM



If you have a new product or service, please let us know!

Earning the New Product Premier designation highlights your company as an exhibitor offering innovative and fresh new products and unique services. This distinction qualifies your firm to FREE special promotional opportunities in pre/post show publicity, and can be used to drive traffic to your exhibit throughout the run of the show. This designation is reserved for those new products being introduced to the Mid-Atlantic Region since 10/01/08.

Companies and products awarded the New Product Premier will receive the following FREE marketing and promotional elements:

- Product and company information will be listed on the official EXPO 2009 website: www.midatlanticexpo.com
- Product and Company information will be included in the official Show Guide distributed on the show floor (must be received by **August 1, 2009** to be included in the official Show Guide).
- Product and Company information will be included and highlighted in regional trade publication's Press Releases.
- Booth signage will be provided on the show floor to direct attendees to booths where New Product Premiers are located.

*Note: Inclusion in printed materials subject to application approval prior to printing deadlines.

This application should be filled out completely and submitted for verification as soon as possible so you can get the maximum benefits of early promotion (Final Deadline for Submission is August 1, 2009). Once your product/service is verified, the New Product Premier logo will be made available to you for use in your promotional materials and pre-show marketing efforts.

For questions or more information about earning the New Product Premier please contact Matt at **410.290.6800 ext.1018** or mkimmel@marylandrestaurants.com



Application Form

The New Product Premier is awarded to products and services that are debuting or newly introduced to the Mid-Atlantic region.

Exhibiting Company: _____ Booth Number: _____

Street Address: _____

State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Website: _____

Marketing Contact: _____

Phone Number: _____ Email Address: _____

Product Name (as you wish printed - 25 characters max): _____

Description: _____

Example (listing from the 2008 EXPO Show Guide)



3M Wireless Communication System Model XT-1

ESS (Electronic Systems Services) - Booth 423A

The 3M Wireless Communication System Model XT-1 is the next level of digital communications for your drive-thru operations. This product was first introduced to the Mid-Atlantic market in May of 2008.

When was this product or service first introduced to the Mid-Atlantic market? _____

Is this product or service available for delivery to operators in the Mid-Atlantic region as of October 2009? YES NO

- ① Fill out this form completely. Please limit all answers to 25 words or less.
- ② Email your company's high resolution logo to: ***mkimmel@marylandrestaurants.com***
- ③ Send Application to: Restaurant Association of Maryland C/O EXPO Promotions
6301 Hillside Court - Columbia, MD 21046 or fax to: **410.290.6882**

You will be notified within 10 business days from the date of complete application submission. For questions or more information about earning the New Product Premier designation please contact: Matt at **410.290.6800 ext.1018** or ***mkimmel@marylandrestaurants.com*** - Thank You!