



Note: This application is a supplement to the "Application IBSS New Product Showcase and Seafood Excellence Awards 2010." Application for space in the New Product Showcase must be completed along with or prior to completion of Sampling Session application.

1 | Company Information *(Please Print Clearly)*

Company Name: _____ Booth #: _____
Pre-show Contact Name: _____ Phone: _____
On-site Contact Name: _____ Phone: _____
E-mail: _____
What do you plan to sample? _____

Note: You must sample your new product entry ONLY.

2 | Sampling Session – Pricing and Discounts

1-Hour Sampling Session in the New Product Showcase.....\$450

This is an opportunity for even MORE exposure for your products, outside your booth, in a unique way. Sampling session will take place within the New Product Showcase area on the show floor. Company to provide own product and any necessary serving or preparation materials. This opportunity applies only to participants in the New Product Showcase.

- Each sampling sponsor will be promoted on a large billboard with their appropriate time slot, so interested buyers will know when to stop by.

3 | Sampling Session Opportunities

Please select your first choice option with a "1", please select your second choice option with a "2"

Sunday March 14th

- Sold** 11:00am – 12:00pm
- Sold** 12:30pm – 1:30pm
- Sold** 2:00pm – 3:00pm

Monday March 15th

- Sold** 11:00am – 12:00pm
- Sold** 12:30pm – 1:30pm
- _____ 2:00pm – 3:00pm

Tuesday March 16th

- _____ 11:00am – 12:00pm
- _____ 12:30pm – 1:30pm

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4 | Important Please Read

Spaces in the New Product Showcase are reserved on a first-come first-serve basis. There are limited opportunities available.

To reserve your Sampling Session, complete this form and the 2010 IBSS New Product Showcase and Seafood Excellence Awards application for space, and return them with check or money order in U.S. funds or fax this form as soon as possible to IBSS Sales Department at (207) 842-5505 and follow with payment in the mail. Make check payable to Diversified Business Communications and mail to P.O. Box 3421, Boston, MA 02241-3421. Please be sure to reference the invoice number or the show code (IBSS or SPA). The sponsoring company agrees to supply this form along with payment by the deadline date of February 19th, 2010.

Full payment is due no later than February 19th, 2010. Cancellations must be received in writing by February 19th, 2010 and are subject to a 25% cancellation fee. After February 19th, 2010 all outstanding balances become due and payable and no refunds will be made. You must be an exhibitor of the International Boston Seafood Show or Seafood Processing America to participate in the New Product Showcase.

Authorized Signature: _____ Date: _____

5 | Fax Completed Application to: ATTN: Minh Ly-Gordon at 207.842.5505.