



CIPHEX West 2010 Gallery of New Products Application For Product Submission

(print or type clearly)

COMPANY _____

BOOTH # _____ CONTACT PERSON _____

PHONE # () _____ FAX # () _____

NAME OF PRODUCT/PRODUCT NUMBER

BRIEF Product Description [This text will be used in promotional materials for the showcase: please print clearly or type.] (Maximum of 50 words.) _____

Date Product was introduced to the market. YEAR: _____ MONTH: _____

Is this product CSA (or equivalent) Certified? YES NO

What is NEW or INNOVATIVE about this product? (Maximum of 25 words)

Benefits (minimum of 3). See Rules and Regulations, Item #11:

1. _____
2. _____
3. _____
4. _____
5. _____

A photograph must also be submitted.

Please email your photo, in jpeg format, to e.mccullough@ciph.com

DEADLINE FOR APPLICATIONS IS SEPTEMBER 1, 2010

See reverse for rules and regulations.

Email, Mail or Courier your application to:

One product per exhibitor

CIPHEX West 2010
295 The West Mall
Suite 330
Toronto, Ontario M9C 4Z4
e.mccullough@ciph.com
Tel: 416-695-0447



CIPHEX West 2010

Gallery of New Products

Rules & Regulations

1. Any company applying for a product submission to the **Gallery of New Products** must be a confirmed exhibitor (with exhibit space paid in full) in CIPHEX 2010.
2. Any product, introduced to the Canadian market in the 12 months prior to the show (since **November 1, 2009**) is eligible for approved submission.
3. Products in the **Gallery of New Products** competition must fall into one of the following categories:

| | |
|--|--|
| <input type="checkbox"/> Air conditioning, refrigeration | <input type="checkbox"/> Heating, ventilation |
| <input type="checkbox"/> Industrial products | <input type="checkbox"/> Hydronic heating |
| <input type="checkbox"/> Kitchen and bath | <input type="checkbox"/> Software and electronic equipment |
| <input type="checkbox"/> Plumbing and piping | <input type="checkbox"/> Controls and instrumentation |
| <input type="checkbox"/> Tools and equipment | <input type="checkbox"/> Water treatment |
| | <input type="checkbox"/> Alternative energy |
4. All submissions approved by the Show Committee become finalists and are eligible for the "Innovation" Award. These products (the finalists) will be displayed in the **Gallery of New Products**. The winner will be selected by a panel of industry experts.
5. Applications for the **Gallery of New Products** must be received no later than **September 1, 2010**.
6. A description of the item must accompany the application. **A photograph must also be submitted.** Please email your photo, in jpeg format to e.mccullough@ciph.com.
7. A description of the element that makes the product an innovation must accompany the application.
8. To be admissible in the **Gallery of New Products**, the product must be **new** to the Canadian market and represent an innovation in the sense of utilization and/or its function so that it would be an innovation to the Canadian market.
9. Limit of (1) product per exhibitor.
10. **To be admissible for the Gallery of New Products, the exhibitor must present a minimum of 3 new benefits for the new product, up to a maximum of 5.**

Note:

 - new colour or arrangement of colours is not a benefit;
 - new dimension of the same existing product does not qualify as a benefit.
11. The jury will select the finalists based on the following criteria:

Does the product:

 - ...use new or existing materials in an innovative manner?**
 - ...make the workload easier?**
 - ...have a new look and does the design improve its functions?**
 - ...promote a safe environment?**
 - ...have a lower price due to the innovation?**

(products should have at least one of the above characteristics)
12. The decision of the jury is final.