



**September 13-14, 2011
Navy Pier, Chicago, IL**

NEW PRODUCT DESCRIPTION FORM (FREE!)

Deadline: Tuesday, August 16, 2011

Sign up NOW to arrange for your NEW product or service to be announced at BusCon 2011. There is NO additional charge to you; however, your product or service **must be something you are launching** around the same time as BusCon 2011.

As an exhibitor at BusCon, you now have another opportunity to get your product in front of BusCon attendees in an exciting way. Your participation will be marketed in pre-show promotional activities. **We encourage exhibitors to offer an incentive or special on the show floor. Let us know about it and we'll promote it for you at no charge!**

Please describe your new product or service in **35 words or less**, to be included on the official BusCon Website. Please email your description (pasted in the text of the email is fine), and a .JPG photo of your new product to be included with your listing to courtney.silbiger@bobit.com. Your listing will appear exactly as worded in your submitted description.

Please include the following information in the body of your email:

- **Company Name**
- **Booth #**
- **Description (35 words or less)**
- **Attached photo in JPG Format**

Please submit your listing to courtney.silbiger@bobit.com **NO LATER THAN Tuesday, August 16, 2011.**