

**U.S. DEPARTMENT OF COMMERCE: INTERNATIONAL BUYER PROGRAM
PROMOTION ANNOUNCEMENT**

INFOCOMM International 2012

www.infocommshow.org

**Las Vegas, Nevada, June 13-15, 2012
(Conferences June 9-15, 2012)**

1. Event Description

INFOCOMM 2012, Information Communications Marketplace 2012, (hereinafter referred to as **InfoComm 2012**), has been selected to participate in the CY 2012 (FY 2012) International Buyer Program.

InfoComm International is an annual exposition and conference for the professional audiovisual information communications industry. InfoComm hosts exhibitors who are direct manufacturers and distributors of professional audio, video, display, multimedia, presentation, 3D, conferencing, telepresence, digital signage, streaming media, security, residential systems and other high technology products and services for non-broadcast applications in the corporate, government, military, education, healthcare and numerous other vertical markets. Such products on display at InfoComm are used in professional rental and staging presentation systems, boardrooms, conference centers, transportation terminals, auditoriums, training facilities, command and control centers, stadiums, retail centers, theaters, classrooms, and more. InfoComm has over 1,000 exhibitors and covers nearly 500,000 square feet of exhibit space.

A.) Target Audience: InfoComm seeks to attract international commercial distributors, representatives, systems integrators, dealers, consultants in the professional audiovisual communications products distribution channel and qualified institutional buyers from corporate, government and educational markets. InfoComm primarily targets business owners, CEOs, CIOs, vice presidents, general managers, product managers and facility managers and buyers who are familiar with the professional audio visual information communications systems industry.

B.) Product Categories: Products on the InfoComm Show floor include non-consumer, non-broadcast professional products and services including:

- audio
- video
- 3D
- digital signage
- lighting
- video production
- streaming media
- display
- projection
- digital cinema

- screens
- furniture
- cases
- cables
- racks
- multimedia
- presentation
- conferencing
- telepresence
- control
- interfacing
- distribution
- networking
- security systems
- residential systems
- communications software products and services

C.) Incentives for IBP Delegations:

- Complimentary three-day, exhibits-only registration (\$125 USD value)
- Two complimentary two-hour InfoComm Academy seminars (\$338 USD value), subject to availability
- Special invitation to the exhibition Opening Reception on Tuesday evening, June 12, 2012
- Invitation to the International Reception on Wednesday evening, June 13, 2012
- Special VIP international delegate “IBP” identification ribbon and registration badge
- A dedicated international registration area with multilingual staff.
- International Business Center with many amenities and staffed by Commercial Service industry specialists who can provide counseling onsite.

D.) Exhibit Hours:

- Wednesday, June 13, 2012: 9:00 AM PDT – 5:00 PM PDT
- Thursday, June 14, 2012: 9:00 AM PDT – 5:00 PM PDT
- Friday, June 15, 2012: 9:00 AM PDT – 4:00 PM PDT

2. Event Contacts

A.) International Buyer Program Project Officer

Mr. Tony Pu
 U.S. Department of Commerce (USDOC)
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B.) ShowTime Coordinator

Ms. Carmela Mammis
 US&FCS, Newark USEAC Director

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C.) Show Organizer

Ms. Meredith Hoydilla
International Programs Coordinator
InfoComm International
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3. Event Promotion:

A.) InfoComm 2012 Website: All information regarding the InfoComm 2012, including exhibitors and conference programs, will be on InfoComm 2012's homepage: www.infocommshow.org.

B.) All delegation members will receive complimentary "exhibits only" admission to the InfoComm 2012, a \$125 savings.

C.) Export Interest Directory: InfoComm 2012 will produce an Export Interest Directory (published in the back of the Show Guide) which will list the products and services available, point of contact information, and related details for export minded U.S. exhibitors.

4. Hotel

Housing arrangements for delegates and delegation leaders should only be made through the InfoComm 2012 website. InfoComm will work with delegations using InfoComm hotels in assisting with group transportation from the airport.

http://infocommshow.org/eventinfo_Attendee_215.asp

Shuttle bus service will be provided **only** at hotels in the InfoComm 2012 room blocks.

5. On Show-Site:

A.) Education & Technical Sessions: The sessions will range from 30-minute show floor product-specific presentations to full day, multi-instructor workshops. Manufacturer product-specific training sessions are available to all attendees for a nominal fee of \$25 per session. Education sessions located off of the show floor carry separate registration fees which vary for member and non-members from \$129 per individual session for members to as much as \$1,895 for a non-member full conference package registration; these fees cannot be waived. Please note that these sessions may be offered in English only. More information is available on the InfoComm 2012 website: www.infocommshow.org.

B.) International Business Center (IBC): The IBC is the official welcoming and reception location for all international guests. The IBC will be staffed by USDOC and USDOC

partners who will provide export counseling and assist international buyers in identifying and setting up meetings with U.S. exhibitors whose international business objectives match their own.

Services offered at the International Business Center include:

- A relaxation and meeting area
- Information on the venue
- Information about conference sessions
- Assistance in translation and interpreter services
- Matching services
- Private meeting rooms
- Fax and copier services and access to an internet workstation

The IBC will be staffed during the following hours:

- Wednesday, June 13, 2012: 9:00 AM PDT – 5:00 PM PDT
- Thursday, June 14, 2012: 9:00 AM PDT – 5:00 PM PDT
- Friday, June 15, 2012: 9:00 AM PDT – 4:00 PM PDT

C.) Complimentary Networking Activities:

- Opening Reception on Tuesday evening, June 12, 2012
- International Reception on Wednesday evening, June 13, 2012