



National Council on Aging and the American Society on Aging★March 26-30, 2008★Washington, DC

## Showcase of Innovative New and Emerging Technologies

Learning Center and Exposition Hall

The American Society on Aging (ASA) and the Network on Environments, Services and Technology (NEST) Technology Work Group are soliciting applications to the Showcase of Innovative New and Emerging Technologies, as part of Aging in America, the 2008 Annual Conference of NCOA and ASA.

The Showcase will be held as part of the Learning Center and Exposition Hall at the Marriott Wardman Park Hotel in Washington, DC on Friday and Saturday, March 28-29, 2008. The Showcase will feature innovative products that have been on the market less than five (5) years or will come to market within the next year 2008-2009.

To apply for participation in the Showcase, please provide the following information:

Innovator/Company Name:	
Product name:	
Contact Name:	
Contact Address:	City/State/Zip:
Contact Phone:	Contact Fax:
Contact Email:	Website:
Year Company Founded:	Year Product Completed:

Please complete this two-page form. Do not attach additional pages. You may be contacted directly if more information is needed. Send to [nest@asaging.org](mailto:nest@asaging.org) or fax to 415.974.0300. Key deadlines include: January 31 (to be included in Program Book) and February 15 (to be included in Promotional materials).

Participation may be subject to Exposition Hall booth rates ranging from \$850 nonprofit/small business to \$1350 commercial business. Upon selection, Showcase participants will be asked to complete the Exhibit Hall registration form for booth assignment, complimentary registration, show logistics and more.

A limited number of subsidies of up to \$2,000 will be available to small business, entrepreneurs, government agencies and nonprofit organizations travel and related show expenses. Please indicate if you require financial assistance by checking box below.

- We/I will not be able to participate in the Showcase unless we receive a stipend for expenses.
- We/I request reduced rate for nonprofit, small business, government agency
- We/I request regular rate for commercial business

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Provide a brief paragraph (300 words or less) about the product describing how it will promote healthy and safe environments for older adults living in the community. Please include an URL link to attach files such as photos or images. URL must be a direct connection to specific image or product page, and not company home page. You may be contacted directly if more information is needed. Send to [nest@asaging.org](mailto:nest@asaging.org).

Key deadlines:

- January 31, 2008 to be included in Conference Program Book
- February 15, 2008 to be included in Technology Showcase Onsite Promotional Materials

Technology Showcase submissions will be reviewed for the following:

- What is new?
- Why is it important?
- How does the product support health and safe environments?
- How long has the product been on the market?  
Or when will the product come to market?