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November/December 2011

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#### **Request Free Information**

Request information directly from the companies you wish to do business with or fax back the free Reader Service form on Page 27 to request information from many different companies.

#### Visit the New USA Export Expo Online Trade Fair and Marketplace

Commercial News USA is sponsoring the new USA Export Expo, an innovative online marketplace in which international buyers can meet U.S. companies and find American-made products available for immediate export from the U.S.

The USA Export Expo is produced by ThinkGlobal Inc., the same company that publishes Commercial News USA for the U.S. Department of Commerce. Many of the companies that are featured in this magazine also have exhibits in the new online trade fair.

The USA Export Expo is a powerful platform that brings U.S. exporters and buyers from around the world together for commerce and information exchanges.

Open 24/7 and accessible anytime, anywhere, the USA Export Expo amplifies the benefits of trade shows, meetings, and conventions, while providing a continuous, centralized venue that includes streaming media, social networking, and advanced analytics.

Unlike trade shows — physical or virtual — that last just a few days, the USA Export Expo is always open for business. Attending bricks and mortar trade shows can be time-consuming and expensive. The USA Export Expo eliminates the barriers to connecting, keeping the focus on business matchmaking, rather than traveling.

Now, no matter where in the world you live, you can visit the expo and interact with U.S. exporters on your own terms. The USA Export Expo supports engaging experiences that go beyond downloadable documents such as data sheets and whitepapers. Visitors can review information about U.S. companies and learn about their products through video and/or audio presentations. At the same time, programs in the Auditorium and Learning Center give attendees the ability to participate in real-time events, such as webcasts, conferences, and product demos. Seminars and webinars will also be offered with full-day "virtual fairs" occurring each quarter.

Another feature of the Expo is an online Lounge where exhibitors and attendees can network and exchange business-building ideas. This virtual marketplace provides a continual source of information, including updated research and contact data, white papers, articles and PowerPoint presentations.

The USA Export Expo's multimedia library provides an archive of long-term resources that keep informing attendees long after the live presentations, demonstrations, and discussions are finished.

You can participate in the USA Export Expo for free. To register, visit www.usaexportexpo.com.

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Suresh Kumar

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the largest gathering of industry professionals in the world. In fact, the 2011 SHOT Show held in Las Vegas featured exhibitors from 75 countries, attendees from 98 nations and a press corps of more than 2,000 who hailed from all over the world.

"The SHOT Show addresses the needs of the entire international recreational shooting, hunting, law enforcement and outdoor industry," said Chris Dolnack, National Shooting Sports Foundation (NSSF®) senior vice president and chief marketing officer, who oversees the show. Even before the SHOT Show officially opens its doors on Tues., Jan. 17, 2012, at the Sands Expo & Convention Center in Las Vegas, retailers and other interested members of the industry can "matriculate" on Monday, January 16, at SHOT Show® University<sup>SM</sup>, a daylong series of interactive, retailer-related seminars by business leaders.

The main attraction of the SHOT Show unfolds along the miles of aisles that make up this mammoth expo. In 2011, over 1,600 companies and organizations exhibited, staffed by more than 22,000 personnel. "It provides me with the opportunity to see everything, especially the new products, that are out there and often cash in on SHOT Show specials," said Miles Hall, co-owner of H&H Gun Range & Shooting Sports Outlet, in Oklahoma City. "Not only that, I get to meet with the top executives of the companies and create relationships that I couldn't establish anyplace else."

The SHOT Show will run from Tues., Jan. 17, through Fri., Jan. 20, at the Sands Expo & Convention Center in Las Vegas. It is owned and sponsored by the NSSF, the trade association for the firearms, ammunition, hunting and shooting sports industry.

For more information on the SHOT Show, visit www.shotshow.org. To learn more about NSSF and to register for SHOT Show University, visit www.nssf.org/cn.

How to Contact: The SHOT Show 383 Main Avenue, Norwalk, CT 06851 888-334-8720 Int'l: 203-840-5600 Fax: 203-840-9600 inquiry@shot.reedexpo.com

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One thousand exhibitors occupying over 300,000 sq.ft. of floor space, world-class speakers, prestigious awards, product demonstrations, and networking, International CTIA WIRELESS is where the wireless world meets each year for three days of intense business, learning and networking.

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and pavilions, exciting product announcements, and your participation, 2012 is guaranteed to be another crucial and ground breaking event for the industry.

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- Scored 4 out of 5 on relevance, reach & ROI
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- 84% of attendees achieved their business goals

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Join your country's delegation: contact the U.S. Commercial Service office in your country (www.buyusa.gov) or Sarah Bublitz, CTIA Marketing Manager. For more information and to register, visit www.ctiashows.com or call 202-736-3200.

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#### February 6-9, 2012, Atlanta, Georgia USA

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Enrich your MODEX experience by participating over 70 targeted show floor educational seminars, several collocated partner events and three keynotes including CSCMP's Rick Blasgen on the state of logistics and supply chain management, Panama Canal CEO Alberto Alemán Zubieta on the impact of the Panama Canal expansion and Georgia Tech's Donald Ratliff on how supply chain and logistics performance impacts trade.

At MODEX 2012 you will see solutions and find answers. MODEX 2012 is



your best opportunity to make connections that will position your company for future success. By attending MODEX 2012 you will:

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- Connect and network with industry
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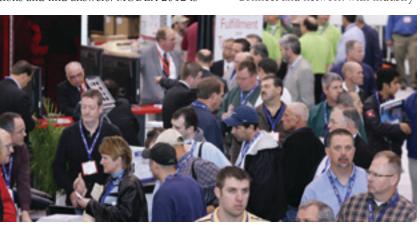
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- Learn the latest trends and technologies from leading experts in three keynote addresses, over 70 show-floor seminars and collocated educational partner events
- Gain valuable insights into manufacturing and distribution solutions for all areas of the supply chain

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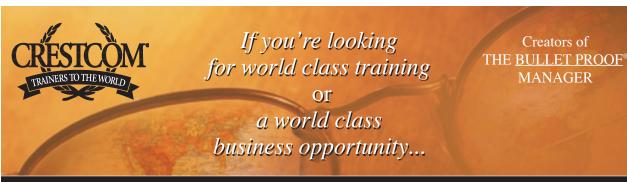






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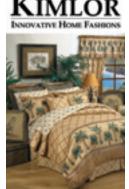
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