

Engredea Alliance with Innovadex Brings iPad Technology and Smarter, Greener Customer Connections to the Trade Show Floor

Innovadex document distribution and lead capture application to be used at Engredea trade show – will improve exhibitor and attendee communication process, drive business and eliminate waste

BOULDER, CO and OVERLAND PARK, KS – (September 20, 2011) – Innovadex and New Hope Natural Media, a division of Penton Media, announced today an alliance to facilitate the electronic exchange of documents and lead capture at Engredea, the trade show focused on ingredients and innovation across food, beverage, dietary supplements and nutricosmetics sectors. Engredea will be held March 9-11, 2012 in Anaheim, CA.

The Innovadex product search platform, its Sales App and iPad technology will transform the way Engredea exhibitors do business with attendees. The technology enables sellers to exchange contact information, review product documents, forward technical literature and execute sample requests as they engage with their customers on the trade show floor. Engredea exhibitors will have full visibility to continued attendee engagement with their product literature via reporting and instant alerts. The data can be stored for analysis, and/or be funneled to exhibitors' enterprise or cloud-based CRM systems like Salesforce.com. Engredea attendees will get the information they want on their computer or mobile device, making key documents easy to store, reference and integrate into their daily workflow. The system thus shortens the sales cycle and embeds the show into the industry's sales and product development processes.

"This alliance with Innovadex puts us on the forefront of trade shows. It essentially extends the exhibitor/attendee conversation and information exchange beyond the two days of the show, in a manner that's integrated with maximizing their business development. Additionally, this initiative demonstrates to our entire natural products community that we are dedicated to environmental stewardship through our events," said Len Monheit, Executive Director of Engredea.

"Engredea is where innovation happens. We're thrilled about this partnership and bringing the Innovadex Sales App to leading nutritional products companies from around the world," said Bruce Ianni, Founder and CEO of Innovadex. "The Innovadex Sales App will enhance an already great show, significantly improving the level of service exhibitors can provide attendees, while driving waste out of the sales process."

In addition to improving the sales process, the electronic document exchange and lead capture facilitated by the Innovadex Sales App is a win for the environment. The average exhibitor brings 40 pounds of printed materials to a trade show, which for a show of this size takes 17 tons of wood to produce with a process that generates over 112,000 gallons of wastewater and 42,000 pounds of CO2. This system eliminates the need for these printed collateral materials, thus reducing cost and directly impacting the environment.

For more information on Engredea, contact brad.mastrine@penton.com. For more information on the Innovadex Sales App, email sales@innovadex.com.

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About New Hope Media

[New Hope Natural Media](#), a division of [Penton Media Inc.](#), is the leading media resource and information provider for the natural, organic and healthy products industry, with print, in-person/event, and e-business products and services. As a leading, independent, business-to-business media company, Penton knows business and how to create and disseminate the vital content that moves markets. Penton is where professionals turn to gain the critical insight, expert analysis, and relevant connections needed to compete and succeed. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors.

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About Innovadex LLC

The Innovadex Sales App is the latest extension of Innovadex's two-way search, digital media and information platform, which makes suppliers' technical information available directly to thousands of chemists and scientists around the world. This facilitates real-time sales and service interactions between technical buyers and sellers. Innovadex's digital marketing and sales tools like the Sales App enable supplier/customer interaction data to be immediately processed, stored, analyzed and distributed based on rules set by the supplier. Innovadex now serves [Adhesives & Sealants](#), [Food & Beverage](#), [Graphic Arts & Inks](#), [Household, Institutional and Industrial Cleaners](#), [Lubricant & Metalworking Fluids](#), [Paint & Coatings](#), [Personal Care & Cosmetics](#) and [Plastics & Elastomers](#) industries. Membership to Innovadex.com is free to all qualified industry professionals