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## **InformexUSA 2011 Projects Record Attendance**

*Exhibitor and registration numbers reflect growing market confidence*

**Princeton, New Jersey, January 20, 2011**– [Informex](#), the leading meeting place for buyers and sellers of high-value chemistry for a broad range of applications, today announced projections that 2011 will be a record setting year for both attendee and exhibitor numbers at the brand's flagship event, InformexUSA (February 7-10, Charlotte, NC). Exhibitor numbers have grown since 2010 with a 12% increase in new exhibitors joining the show. On the registrations side, year over year, there is a 279 person increase in registrations from 2010, with an increase of over 29% in first-time attendees.

"2011 promises to be a year of change and growth within the chemical and pharmaceutical industry, and we are pleased to see registration numbers reflect that." says Jennifer Jessup, Global Brand Director of Informex. "The fact that we have such strong numbers in both new exhibitors and new attendees, three weeks ahead of the show, is very promising. InformexUSA 2011 should provide a great networking opportunity for all of our guests, and we expect to see a lot of business being done this year."

InformexUSA 2011 is building on over 27 years of experience in the tradeshow industry and has taken steps to ensure that visitors' needs are catered to completely. The show will include a mix of new and old, with the return of many popular features such as the 'Profiles in Sustainability Awards' and a new educational seminar and conference sessions. Other new additions to the event include the Chemical Innovations Poster Pavilion and a new structured networking session titled "Meet the Innovators".

Also making a re-introduction for 2011, after taking the year off in 2010, is the Gala Dinner event which offers a high profile networking opportunity to visitors in an elegant evening setting. "It felt like the right

time to bring back the Gala Dinner; the message to our guests is that the industry is getting back on its feet and it is now time to move forward and make some solid business connections going into 2011," Jennifer Jessup commented. Hosted against a backdrop theme of Robbers and Barons, the formal Gala Dinner will celebrate the grandeur of the 1910's in North Carolina. The evening will begin with a cocktail hour which will be followed by a seated dinner and an exclusive show performance and the evening will conclude with cocktails and entertainment. Reservations are still available for this event.

For more information on Informex, or to register, please visit: <http://www.informex.com/>

For more information on the Gala Dinner, and for reservations, please visit: <http://www.informex.com/gala-dinner>

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**About Informex:** Organized by UBM Live, Informex is the leading meeting place for buyers and sellers of high-value chemistry for a broad range of applications. As the premier, must-attend event in the chemical industry for the past 27 years, Informex is a marketplace for networking and doing business in the fine, custom and specialty chemical manufacturing industry. The show traces its origins to a group of members from the Society of Chemical Manufacturers and Associates (SOCMA) who were looking for an annual place to meet and do business. Each year the event brings together an international mix of more than 4,000 fine and specialty chemicals professionals and 500 exhibitors for the all-encompassing 4 day event.

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