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**FOR IMMEDIATE RELEASE:**

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**-GWATA'S NCW INNOVATION SHOWCASE ACCEPTING EXHIBITORS-  
CONFLUENCE TECHNOLOGY CENTER-OCTOBER 6, 2011-**

**North Central Washington**-GWATA, the North Central Washington Technology Alliance ([www.gwata.org](http://www.gwata.org)), will present the NCW Innovation Showcase on Thursday, October 6, from 1:00 p.m.-5:00 p.m. centered-around the Confluence Technology Center (CTC) in Wenatchee. Now thru August 30, 2011, GWATA is accepting exhibitors that would like to display an emergent technology or innovative product or service in the showcase.

The NCW Innovation Showcase will feature the region's top innovators in education, healthcare, agriculture, energy, transportation and emergent technology companies throughout North Central Washington. The CTC venue will provide the ideal setting for our region's top businesses to provide hands-on demonstrations.

All exhibitors must meet guidelines and adhere to policies outlined by the committee. Exhibitor's will not be selling merchandise or programs, but providing real-time opportunities for attendees to see, touch, and/or understand new products and services in the region. Exhibitor fee is \$100 for an 8x10 space. GWATA members have first priority to assigned space, but it will be filled on first-come, first-serve basis.

The NCW Innovation Showcase is still accepting co-presenting sponsors, a total of only eight businesses for a \$500 contribution. Presenting sponsors will receive signage, logo banners, social media marketing, print ads, and announcements on the radio prior to and during the event.

For more information on the NCW Innovation Showcase, visit [www.gwata.org](http://www.gwata.org) or call Program Coordinator, Amy Lewis at 509.661.9000.

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## **About GWATA**

The North Central Washington Technology Alliance (GWATA) is a regional, non-profit organization founded in 2000 to promote the vibrant technology-based economy benefiting the citizens and communities of North Central Washington.

GWATA is a coalition of business organizations, government agencies, and academic and non-profit groups, promoting and recognizing technological innovations throughout the region. An executive-level board comprised of local business and technology leaders directs GWATA's work.

**The GWATA Board of Directors includes:** President- Jenny Rickel, Edge Strategies; Jeff Heuple, Express Locations; Lance Hansen, Banner Bank; Debra Purcell, LocalTel; Drew Zabrocki, Genext, Larry Cramer, Application Dynamics and Doug McLeod, Community Choice. **Board advisors include:** Laura Jaecks, Confluence Technology Center; Andy Metcalfe, NCS; Lisa Karstetter, Yahoo!; and Laurie Simon, Umbrella Consulting. Amy Lewis is GWATA Program Coordinator and JB Marketing Group has been the marketing arm for GWATA events, fund development, and public relations since 2008.