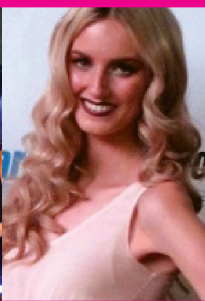


FASHIONWARE



Take a walk
down the runway where
**HIGH TECH MEETS
HIGH FASHION**



WHAT:
Mommy Tech
FashionWare Show

WHEN:
January 12, 2012, 6:30pm

WHERE:
Fashion Show Mall
3200 Las Vegas Blvd S, #600
Las Vegas, NV

Showcase of **wearable technologies** including solar powered backpacks, sophisticated mobile phones, netbooks, fashion powered by light or movement and climate changing gear.

On Thursday, January 12, at 6:00pm, the MommyTech Summit and Exhibition, invites you to strut your stuff at the **2nd Annual FashionWare Fashion Show.**

Whether it's a dazzling work of LED technology, a solar-powered jacket or a netbook for evening wear, if it's directed at the mommy audience we want you there. Our mommy blogger and journalist celebs will describe you tech as it takes the walk of fashion.

FashionWare is a high-profile, crowd-pleasing event. The event shares the stage with another of Living in Digital Times' productions, the Kids@Play Interactive Awards.

We'll take care of the models, you just bring the products.

AT A GLANCE

- ◆ 400+ VIP guests at Fashion Mall
- ◆ Look Books distributed
- ◆ Cocktail Reception
- ◆ KAPi - Kids At Play Awards Presented
- ◆ Full fashion runway
- ◆ Video and Big Screen presentation
- ◆ Narrative of "how it work" as models walk runway
- ◆ Situational dress:
 - The Office
 - The Great Outdoors
 - High Tech Nightlife
 - Kids
 - etc. (model dressed for a situation)



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