



Get the Jump on your Competition by Distributing these Tickets!!

In every exhibition, **there are companies that have productive shows and others that choose not to** maximize the potential of the event. Those who succeed, work hard to make their success. You, as an exhibitor, play an important role in notifying your clients and prospects about your participation and the products/services you will be highlighting in your booth. It is important for you to emphasize the use of your invitation tickets to everyone that comes in contact with your clients.

There is no charge for these tickets and no limit on the amount you can order. Once more, your name is put in front of your clients and prospects even if those you invite do not attend. Here are some suggestions for maximizing the results of your participation at CLEAN ATLANTIC:

1. **Arrange to do a mailing** to your clients and prospects highlighting your participation and the products/services you will have on display. If possible, develop personalized letters and include two or more invitation tickets. If you have a variety of products on display with differing customer bases, send out appropriate letters and packages to each group.
2. Insure that all your associates and colleagues (including those in branch offices) and agents/distributors that have contact with your customer base have a **supply of invitations** and are encouraged to use them. Leave several tickets behind at each sales call.
3. **Include tickets** in all regular correspondence sent to your client base between now and the event. Statements, invoices, newsletters, flyers, sales proposals, etc., all are perfect for carrying your invitations.
4. Have all of your **sales representatives carry a supply** of tickets with them when visiting customers and prospects. When visiting facilities with large EH&S, operations and maintenance staff, suggest leaving a supply for distribution to these prospective attendees.
5. **Make appointments at your booth**. A trade show is the perfect opportunity for your customers to meet your management and technical experts. It makes everybody feel important and can bring you closer to your client base.
6. Have your colleagues **distribute invitations at industry and association meetings** they attend before CLEAN ATLANTIC.
7. **Display tickets in your lobby** or reception areas. Your clients or vendors can pick up invitations when visiting you.
8. **Don't forget your vendors**. They are an integral part of your business and can distribute tickets to prospects you may not have on your mailing list.
9. **Be sure to remind your invited clients and prospects to bring their tickets with them to the show.**
10. **Use e-mail** to inform your customers as well as direct mail.
11. **Follow up!** After CLEAN ATLANTIC you will be mailed the complete attendance list with names, titles and other contact information of all visitors. Make sure this information is distributed to your sales and marketing staff for immediate sales action.

FYI to Exhibitors:

87% of attendees will stop by a booth after having received an *INVITATION*.

If you are not inviting your customers to CLEAN ATLANTIC 2010 – your competitors will!



**Ordering Additional
COMPLIMENTARY
Official Exhibition Tickets**

As an exhibitor at CLEAN ATLANTIC 2010, you will automatically receive 100 complimentary exhibition entrance tickets to invite clients, prospects and other industry relations. These tickets are a valuable tool in your attendance promotion.

Please use this form to order additional tickets.

If requested, they may be sent directly to your regional or sales offices. Unless otherwise instructed, these tickets will be shipped within two working days of receiving your order.

TO ORDER additional tickets:

E-mail: theresan@tradedfairgroup.com

Fax: 832-242-1971 or Call 832-242-1969

Please send _____ additional exhibition invitation tickets to:

Name _____ Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ e-mail _____

Please send _____ additional exhibition invitation tickets to:

Name _____ Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ e-mail _____

If you wish to receive your tickets by overnight delivery, please specify the method of shipment and give your account number for billing:

Carrier _____ ACCT# _____

Overnight Second Day

*** For additional shipping destinations, please photocopy as needed ***