



**HURRY! DEADLINE is December 4th
Reach Pre-Registered Attendees before the Show even begins!**

We all know that pre-registered attendees will open their badge mailer prior the Event. You want to make sure your company is part of this mailer. You have the golden opportunity to put your message in the hands/eyes of all the attendees, weeks/months before the Event begins!

We have three great opportunities available for you to increase your exposure prior to the Event

- **Insert in the Badge mailer** **\$6,090 (does not include production of the insert)**
- **Pre-show Coupon** **\$1,840 (includes production of the coupon)**
- **E-mail Reg. confirmation** **\$8,000 (it's a great print and redeem in our booth)**

These double-sided coupons/inserts will be your tickets to success at the Show. Make certain to include your booth number in your coupon and make coupons redeemable in your booth – you'll see a measurable difference. Some suggestions include:

- Announce a demo or a special event in your booth.
- Offer At-Show Specials
- Discount Purchases or Services.
- Highlight or reposition an existing product.
- Generate sales leads.

You'll begin receiving exposure prior to the Event. This is an audience that has the purchasing authority to drive your sales at the event. That's a buying group you want to get before the competition.

Material Deadline: December 4th, 2009

- Yes! I'm interested in the Insert in the Badge mailer for \$6,090, which does not include printing of the insert, but does include mailing costs. **LIMIT 4****
- Yes! I'm interested in the pre-show coupon for \$1,840 which includes printing and mailing. **LIMIT 6****
- Yes! I'm interested in the e-mail registration confirmation for \$8,000.**

**Please indicate with a check mark above and simply sign and fax it to
Dana Brady (203) 840-9362 or call (203) 840-5362/ dbrady@reedexpo.com**

ADVERTISER/EXHIBITOR: _____

ADDRESS: _____

PHONE/FAX: _____ EMAIL: _____

AUTHORIZED SIGNATURE/DATE _____

Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.