

Deadline: August 3, 2009

Improve Your Response by Sending Free Invitations to Your Most Important Customers and Prospects!

Free Exhibitor Passes allow you to offer the buyers you most want to meet FREE exhibit hall admission—a \$35 savings over the regular price.

Distributing Free Exhibitor Passes has proven to be one of the easiest, most effective methods of increasing booth traffic—yet many exhibitors simply do token mailings or even worse, don't use them at all! An effective Free Exhibitor Pass campaign is the most important step to exceeding your goals at the 2009 APWA International Public Works Congress and Exposition.

Research conducted by the *Center for Exhibition Industry Research* confirms that exhibitors who use Free Exhibitor Passes attract better, more qualified traffic at their booths than exhibitors who do not. Furthermore, invitations from exhibitors rank as the number one incentive for trade show attendance.

Here's how to obtain your Free Exhibitor Passes: Fill out and return this order form and tell us how many passes you need. Please note: No matter what quantity you order, there is no charge to you for Free Exhibitor Passes.

1 YES! I want to maximize my booth traffic at APWA with Free Exhibitor Passes!

Quantity Requested: _____ Date Ordered: _____

2 SHIP PASSES TO:

Name (first, last) _____ Title _____

Company _____

Address _____

City _____

State/Province _____ Zip Code/Postal Code _____ Country _____

Phone _____ Fax _____ E-mail Address _____

3 MAILING INFORMATION

You will automatically receive 10 passes per 100 square feet of booth space rented. Show management must receive this completed order form to process your request for additional passes.

Mail to:
National Trade Publications
Attn: Jenny Kamalian, Customer Relations
313 South Patrick Street
Alexandria, VA 22314-3567

OR Fax to:
National Trade Publications
Attn: Jenny Kamalian
703-706-8229