



# Exhibitor Information Packet

**Attached you will find the following important information about Week #4 (Minneapolis, Des Moines, Omaha, Kansas City, St. Louis)**

- ◆ **Important Showcase Information** outlining the show format.
- ◆ **Exhibit Hours** are from 9:00 am – 1:00 pm.
- ◆ **Hotel Information** with addresses, shipping information, rates, and basic directions.
- ◆ **Transportation Services** information for an easy and convenient way to get yourself and your materials from city to city.
- ◆ **Exhibitor Reply Fax *or* Multi-Line Rep Reply Fax** to give us the information we need to better serve you during the week as well as indicate any special requests you may have. **Please complete this form and fax it back to us no later than February 15, 2010.**
- ◆ **Pre-Show Education including Exhibitor Presents is from 7:45 – 9:00 am.**

If there is any way that we can be of assistance to you before the show, please send an email to [roadshow@asishow.com](mailto:roadshow@asishow.com). You can also contact:

Nick DiNicola  
General Manager  
877-934-7048  
ndinicola@asicentral.com



## Important Roadshow Information

- Hotels:** Each hotel has been carefully selected to provide a clean, safe, and comfortable environment. Specific Hotel Information for **Week #4** is enclosed. Please make your own hotel reservations directly with the hotel. **Make all reservations by the deadlines listed below and be sure to mention the Advantages Roadshow when booking to ensure you get the Advantages Roadshow rate.**
- Hours:** Exhibit hours are from 9:00 a.m. – 1:00 p.m. **Set-up will begin at 7:00 a.m. each morning. Breakdown will begin at 1:00 p.m.** As a courtesy to your fellow exhibitors, please have your exhibit ready at 9:00 a.m. and do not begin breakdown until 1:00 p.m.
- Format:** Each exhibitor will have an assigned space. Fire and safety regulations prohibit racks and displays in the aisles or blocking exits. **If you require additional tables, please let us know immediately.**
- Shipping:** Enclosed is information for shipping packages to each day's hotel. To ensure that your packages arrive on time, please follow the instructions carefully. Ship all packages to arrive no sooner than **two business days** before each show. **Catalogs & consumables should be shipped to each day's hotel in quantities to cover that day's exhibits.** Please include the name of the Company and the Rep on the shipping label to facilitate delivery. Also, it is recommended that you bring tracking numbers on-site with you to help locate missing items. **Since ASI is charged for storage & handling, you will be charged if boxes are received earlier than the specified delivery window. Cost is \$10/package.**
- Van Service:** If you wish to participate in our Passenger Van service (which includes Cargo Truck service), please indicate on the **EXHIBITOR REPLY FAX** or **MULTI-LINE REP REPLY FAX**. We also offer a "Cargo Only" option at a reduced rate. **Passenger Van & Cargo Truck reservations must be confirmed with a credit card number.** See the **Transportation Services** page for details. Service cancelled within two weeks of a show is non-refundable. In order to accommodate all participants, **Cargo Truck rates are based on up to 5 standard size boxes (up to 70 lbs per box) and/or display cases per company. Any extra or overweight cargo will incur an additional surcharge (\$25 per box).** Please call ahead if you think you may need additional cargo space. Advantages Roadshow offers cargo service between all show locations. Note: Advantages Roadshow is not responsible for damages/breakage resulting from poorly packed items.
- Electricity:** Electricity is available at many locations for a **\$50.00 charge**. Please indicate on the **EXHIBITOR REPLY FAX** or **MULTI-LINE REP REPLY FAX** if you require electricity so your exhibit can be placed near an electrical outlet. If you do not return your *Exhibitor Reply Fax* or *Multi-Line Rep Reply Fax* indicating a need for electricity, it will not be provided. If ordered onsite, there may be an additional charge.
- Catering:** A continental breakfast will be available each morning for exhibitors in the exhibit area beginning at 7:00 a.m. Beverages and light snacks will be available throughout the day.
- Invitations:** All advertising specialty industry distributors are invited to attend. Invitations are mailed, faxed, & e-mailed and followed up with telephone reminders.



## Hotel Information

*Don't forget* – Catalogs & Consumables shipped to each day's hotel should not arrive more than **2 days** prior to the show date.

<b>Monday, 3/1/10 – Minneapolis</b>	
<b>Hotel:</b> Sheraton Minneapolis West 12201 Ridgedale Drive Minnetonka, MN 55305 <b>Phone:</b> 952-593-0000	<b>Rate:</b> \$139.00/night <b>Deadline:</b> <b>Book by 2/12/10</b> <b>Shipping Info:</b> Please ship to yourself and your Company Name c/o Advantages Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.
<b>Tuesday, 3/2/10 – Des Moines</b>	
<b>Hotel:</b> Sheraton West Des Moines 1800 50 <sup>th</sup> Street West Des Moines, IA 50266 <b>Phone:</b> 515-223-1800	<b>Rate:</b> \$109.00/night <b>Deadline:</b> <b>Book by 2/8/10</b> <b>Shipping Info:</b> Please ship to yourself and your Company Name c/o Advantages Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.
<b>Wednesday, 3/3/10 – Omaha</b>	
<b>Hotel:</b> Holiday Inn Omaha 3321 South 72 <sup>nd</sup> Street Omaha, NE 68124 <b>Phone:</b> 402-393-3950	<b>Rate:</b> \$104.00/night <b>Deadline:</b> <b>Book by 2/10/10</b> <b>Shipping Info:</b> Please ship to yourself and your Company Name c/o Advantages Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.
<b>Thursday, 3/4/10 – Kansas City</b>	
<b>Hotel:</b> Holiday Inn Hotel & Suites Overland Park West 8787 Reeder Road Overland Park, KS 66214 <b>Phone:</b> 913-888-8440	<b>Rate:</b> \$84.00/night <b>Deadline:</b> <b>Book by 2/15/10</b> <b>Shipping Info:</b> Please ship to yourself and your Company Name c/o Advantages Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.
<b>Friday, 3/5/10 – St. Louis</b>	
<b>Hotel:</b> Hilton St. Louis - Frontenac 1335 South Lindbergh Blvd. St. Louis, MO 63131 <b>Phone:</b> 314-993-1100	<b>Rate:</b> \$79.00/night <b>Deadline:</b> <b>Book by 2/11/10</b> <b>Shipping Info:</b> Please ship to yourself and your Company Name c/o Advantages Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.

For more detailed directions call hotels, or go to: [www.mapquest.com](http://www.mapquest.com)

### Local Transportation (to/from airport):

Minneapolis Complimentary Shuttle from Airport. Taxis approximately: \$55.

St. Louis Complimentary Shuttle to Airport.



## Transportation Services

### NEED A CONVENIENT WAY TO GET YOU AND YOUR EXHIBIT MATERIALS FROM SHOW TO SHOW?

Save yourself valuable time and effort with the Advantages Roadshow's Transportation Services!

	<p><i>TRANSPORTATION</i> service is available between show cities and includes Cargo Truck* service. Relax in comfort while our experienced staff transports you and your materials to the next show city. <i>Very convenient!</i></p> <p>Just \$499/week</p>
	<p><i>CARGO TRUCK</i> service only is available for exhibitors who want the freedom of driving themselves, but don't want the hassle of transporting their exhibit materials. Just put your materials on the truck. They will be delivered to your table for set up! <i>A big time saver!</i></p> <p>Cargo Truck rates are based on up to 5 standard size boxes (up to 70 pounds of weight) and/or display cases per company. A \$25 PER BOX charge will be charged for additional/overweight boxes.</p> <p>Just \$399/week</p>
	<p><i>WHEN POSSIBLE, FREIGHT FORWARDING</i> Service is available between consecutive weeks. Avoid the headaches of dealing with an outside freight carrier! This is an economical way to ensure your freight gets where it needs to go! Best of all, your freight stays with us!</p> <p>Just \$1.50/lb</p>

\*Cargo services include up to five standard size boxes and/or display cases (up to 70 lbs. each). A surcharge will be added for additional/overweight cargo (\$25 PER BOX).

All reservations must be confirmed with a credit card.

Just fill out the accompanying *EXHIBITOR REPLY FAX* or *MULTI-LINE REP REPLY FAX* and fax it to 866-709-6740

Any questions, contact Rob Shatney at 802-476-7190



# Exhibitor Reply Fax – Week #4 (3/1/10 – 3/5/10)

**Please return via fax (866-709-6740) or e-mail (roadshow@asishow.com)**

**In order to serve you better, we require the following information by February 14<sup>th</sup>.**

- Company name to be listed in the show directory and on the website:  
**Company Name:** \_\_\_\_\_  
**Phone #:** \_\_\_\_\_ **ASI #:** \_\_\_\_\_
- Please list all exhibitor personnel. Indicate cities for staff not attending the entire week.  
**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
 Note: Cell phone and email address information is for Roadshow contact purposes only.
- Do you need electricity? (There is a \$50 Charge)      Yes No
- Do you want to participate in the Passenger Van **and** Cargo Truck\* services and have your materials delivered to your table each morning? \$499 charge per person applies. Reservations must be confirmed with a credit card. *If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*      Yes No
- If not riding in the Passenger Van, would you like your materials transported from show to show in our Cargo Truck\* and delivered to your table each morning? \$399 charge per company applies. Reservations must be confirmed with a credit card. *If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*      Yes No
- Would you like Freight Forwarding at \$1.50 per pound?  
 Yes      No

**Check here if the information listed above applies to all weeks you are exhibiting.**

\* Cargo services include up to 5 standard size boxes and/or display cases (up to 70 lbs each). A surcharge will be added for additional cargo.  
Terms: Exhibitor agrees to hold harmless Advantages Roadshow, the exhibit facilities, their parents, subsidiaries, agents, employees, officers, and directors respectively against all claims, losses, expenses or damages, to persons or property, governmental charges or liens and attorney fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof or transportation between locations. All participants in the Van Pool agree to abide by all federal, state, and local ordinances and laws. Further neither Advantages Roadshow nor the exhibit facilities and their agents maintain insurance covering the exhibitors property and Advantages Roadshow and the exhibit facilities assume no responsibility for such property nor transit between exhibit locations. Advantages Roadshow is not responsible for transportation delays due to acts of God, weather, mechanical failure, or other circumstances beyond the control of Advantages Roadshow.

<b>Credit Card Information</b> Visa/MasterCard/American Express (circle one)	
Account Number _____	Exp. Date: _____
Amount to be Charged: _____	Security Code: _____
Name on Card: _____	
Authorized Signature: _____	
Billing Address: _____	



## Multi-Line Rep Reply Fax - Week #4 (3/1/10 – 3/5/10)

**Please return via fax (866-709-6740) or e-mail ([roadshow@asishow.com](mailto:roadshow@asishow.com))**

**In order to serve you better, we require the following information by February 14<sup>th</sup>.**

1. What line names will you be showing at the Advantages Roadshow?

(If you have additional lines, please list on a separate sheet.)

_____	<b>Phone #:</b> _____	<b>ASI #</b> _____
_____	<b>Phone #:</b> _____	<b>ASI #</b> _____
_____	<b>Phone #:</b> _____	<b>ASI #</b> _____
_____	<b>Phone #:</b> _____	<b>ASI #</b> _____

2. Please list all exhibitor personnel. Please indicate cities for staff not attending the entire week.

**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Cell #:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Note: Cell phone and email address information is for Roadshow contact purposes only.

3. Do you need electricity? (There will be a \$50 Charge)    Yes    No

4. Do you want to participate in the Passenger Van **and** Cargo Truck\* services and have your materials delivered to your table each morning? \$499 charge per person applies. Reservations must be confirmed with a credit card. *If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*    Yes    No

5. If not riding in the Passenger Van, would you like your materials transported from show to show in our Cargo Truck\* and delivered to your table each morning? \$399 charge per company applies. Reservations must be confirmed with a credit card. *If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*    Yes    No

6. Would you like Freight Forwarding at \$1.50 per pound?    Yes    No

**Check here if the information listed above applies to all weeks you are exhibiting.**

\*Cargo services include up to 5 standard size boxes and/or display cases (up to 70 lbs each). A surcharge will be added for additional cargo.

Terms: Exhibitor agrees to hold harmless Advantages Roadshow, the exhibit facilities, their parents, subsidiaries, agents, employees, officers, and directors respectively against all claims, losses, expenses or damages, to persons or property, governmental charges or liens and attorney fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof or transportation between locations. All participants in the Van Pool agree to abide by all federal, state, and local ordinances and laws. Further neither Advantages Roadshow nor the exhibitor facilities and their agents maintain insurance covering the exhibitors property and Advantages Roadshow and the exhibit facilities assume no responsibility for such property nor transit between exhibit locations. Advantages Roadshow is not responsible for transportation delays due to acts of God, weather, mechanical failure, or other circumstances beyond the control of Advantages Roadshow.

**Credit Card Information:** Visa/MasterCard/American Express (circle one)

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount to be Charged: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_



# EXHIBITORS!

Order a High-Exposure, Low-Cost Marketing Opportunity

### Company Information

Company Name \_\_\_\_\_ asi/\_\_\_\_\_  
Advertising Contact (for questions) \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Authorizing Representative \_\_\_\_\_  
Authorizing Representative Signature \_\_\_\_\_

Total marketing investment: \$ \_\_\_\_\_

### Payment Information

We would like to pay by: \_\_\_\_\_ Check payable to ASI Advantages Roadshow  
Credit Card: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express  
Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Cardholder Name \_\_\_\_\_  
Credit Card Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net. Advertiser/sponsor agrees to all terms and conditions. All advertising commitments are non-cancelable, non-transferable and non-refundable. Please visit [www.asishow.com/mktgopps](http://www.asishow.com/mktgopps) for details.

### Catalog Resource Table

- \*\*\*\*\* \$289 per 5 day week
- \*\*\*\*\* \$249 per 4 day week

### Pre-Show Email

- \*\*\*\*\* \$195 per 5 day week
- \*\*\*\*\* \$175 per 4 day week

I would like to send a Pre-Show Email for the following weeks: \_\_\_\_\_

### Passport to Winnings

- \*\*\*\*\* \$295 per 5 day week
- \*\*\*\*\* \$245 per 4 day week

I would like to be a Passport Exhibitor for the following weeks: \_\_\_\_\_

### Product Sponsorship

- \*\*\*\*\* \$1800 per 4 week segment

The product I would like to sponsor is \_\_\_\_\_

### Exhibitor Presents *Sold Out!*

- \*\*\*\*\* \$249 per 5 day week
- \*\*\*\*\* \$199 per 4 day week

The product(s) I would like to present is \_\_\_\_\_

### Web Banner Advertising

- \*\*\*\*\* 120x240 pixel large banner ad - \$999 (3 ads available)
- \*\*\*\*\* 120x90 pixel small banner ad - \$495 (2 ads available)

Please complete this form and send it with payment right away for the most exposure!  
Orders will not be processed without payment. All prices are net. All payments must be made in U.S. dollars only.

**asi**  
**ADVANTAGES**  
**ROADSHOW**

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**asi**  
**ADVANTAGES**  
**ROADSHOW**

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**asi**  
**ADVANTAGES**  
**ROADSHOW**

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**asi**  
**ADVANTAGES**  
**ROADSHOW**

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_