



Reply To:
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TO: SES Exhibitors
FROM: Joe Tucker, NSSEA Exhibit Manager
RE: 2007 School Equipment Show

According to the Center for Exhibition Industry Research, 76% of trade show attendees *decide before they leave for the show* which booths they will visit. Many of these decisions are based on the information on invitations provided by exhibitors. This means your efforts can have a tremendous impact on your trade show performance. ***Give your company the competitive edge*** by alerting current and prospective customers about your School Equipment Show (SES) show participation.

To assist you in promoting your participation in the SES, the following are just a few promotional opportunities to give your company more exposure:

Promotional Invitations - - now is the time to start your promotion to dealers, architects, facility planners and school officials. Help us help you in getting the people you want to see to the Show and to your booth. Pre-show mailings are one of the most effective ways to reach your audience. Let your customers know you will be at the Show and give them a reason to come see you! Pre-show promotion will increase traffic in your exhibit; your efforts are vital to your success.

NSSEA can provide you with promotional invitations to send to your customers. Contact Adrienne Watts at 800.395.5550, ext.31, if you are interested.

Receive a free 10' x 10' exhibit space at the 2008 School Equipment Show. Architects, facility planners, and school officials can attend the SES for *FREE* at your invitation. Simply provide them with a copy of the Registration Coupon to use in registering. If your company has the greatest number of registration coupons turned in at the show by architects, facility planners, and school officials, then you will receive that *free 10'x10' exhibit space!* A sample of this coupon follows. Please contact me at nssea@expomanage.net to request your personalized copy of the coupon via email to forward to those design professionals.

Sponsorships - - *put your company in the industry spotlight and bring your products and brands to life!* Sponsorships are an ideal opportunity to show your support of your industry, your Association, and most importantly, your customers. Position your company and its brand(s) as a strong proponent of this annual gathering of the industry's finest manufacturers, distributors, dealers, and those people who specify educational products. A list of sponsorship opportunities follows.

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Sales Meetings - - invite all of your distributors to a sales meeting in conjunction with SES. As there is always a great demand for these private meetings, don't delay in sending in your request. The supply of meeting rooms and time slots is limited.

Advertise in the 2007 School Equipment Show Section of the School Products Expo Program Book - - the definitive resource guide for all SES attendees, this Program Book contains schedules, exhibitor information, Show highlights, meeting details, floorplans, and other important information. Attendees generally save the Program Book to share with colleagues and refer to for the next year. For more information on how this targeted communications vehicle can help you reach your market, and to receive a full list of available advertising positions, sizes and prices, contact Pam Dissell at Naylor, LLC (800) 369-6220 ext. 3354 or pamd@naylor.com.

And don't just advertise in NSSEA publications but extend your message and advertise your participation in the School Equipment Show in other industry publications including, but not limited to:

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| <i>American School & University</i> | 913-967-1873 |
| <i>Educational Dealer</i> | 315-789-0458 |
| <i>Essentials</i> | 800-395-5550 |
| <i>SchoolFacilities.com</i> | 714-279-3978 |
| <i>School Planning & Management</i> | 856-784-9257 |

These marketing opportunities outlined above provide vehicles for industry attendee promotion, whether on-line, in magazine circulation, or on-site. Taking advantage of these promotional vehicles will give your products and company additional exposure to those professionals you want to see on the exhibit floor. And remember, in our high tech world, the speed of change makes personal interaction more important than ever.

NSSEA does thank you for your participation in the School Equipment Show and if you have any questions or other promotional ideas, please contact me at 877.991.7711 or nssea@expomanage.net.