

Exhibitor Email #1

Hello Exhibitors,

The countdown to the 2012 Seattle Golf & Travel Show is on - and the show doors will swing open before we know it.

This is a big year for the Golf & Travel Show. As you know, we have expanded the existing travel component significantly with the additional of about 40 exhibitors, new to the show. This expansion allowed us to expand the marketing as well so we are extremely excited at the prospects.

A couple of housekeeping items.

1. Exhibitor Kit - The exhibitor kit is available online by clicking here (<http://www.seattlegolfshow.com/exhibitors/>). This will give you information on shipping, set-up times, electricity, internet, etc.
2. Shipping - the form does ask for booth numbers when shipping. That is not mandatory and Triumph will have your material to you booth prior to your arrival. I work closely with them so that they know where to deliver the items.
3. Electricity & Internet - these are done independent of show management as well. Edlen has an electricity form inside the kit - act early and save money. As for internet, an option that is NOT included but that is very attractive is using the wifi available once you set up inside the show. Last year's cost was \$29.95 per day which is significantly less than that put forward in the kit.
4. Set up - Set up will begin on Thursday, Feb. 9, 2012 at 4 pm and go until 8 pm. It will continue beginning at 7am Friday, Feb. 12. Since the show does not open Friday until noon - this is a great option if you don't have anything huge to set up. If your exhibit requires significant time to set up, please contact me via email and I may be able to arrange an earlier set up time. I will have a more detailed email for move-in next week. You can bring in your own items for set up.
5. Tear down - this does not begin until the show closes on Sunday - 4pm. No exceptions. I know many of you are in a hurry to get out of town, catch a flight or simply get off of your feet, but it is unfair to the patrons who have paid full price to see the show - and not really get the full experience.
6. Giveaways, promotions, etc - we have a very large email promotion campaign that begins next week - and as a part of that, we are going to promote the website. A new program with the website is a pop-up on the home page that will feature as many of your (exhibitor) special offers, promotions, items you will be featuring at the show. We are going to do this to give the attendees an idea of exactly what they can find at the show. So, please email me (Or Carl Pennington - Carl@seattletravelshow.com) your planned promotions, specials and contest prize information and we will compile those into a package that will be promoted to the public.
7. Booth numbers - some pre-arranged booth locations are set, so if we had a discussion about your specific booth request, you will be in that location, but the overall floor-plan is not yet totally set. That information will follow as well in a future email. For those of you new to the show, we have so many interactive attractions that we try to place all of those first, then build out from there. These attractions

help drive traffic and create the desired flow. It has been my experience that if we just have people pick their spaces, certain areas get overloaded - and other areas neglected. It is my job to ensure a great show for all - and this has been a winning strategy.

Thanks again. Please email all questions to either myself or Carl - this way we have a record of the questions and can attach them in a more systematic way.