

Hello Seattle Golf Show Exhibitors!

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The countdown clock on the website says 5 Days. As always - this email will be posted on the website at <http://www.seattlegolfshow.com/exhibitors/>

1. Updated Booth Assignments & Layout

Our floorplan has gone through a variety of changes since we first started laying out this year's event. The main reason for that is our goal is to ensure everyone has a good location, that all special requests are met, that all that request specific groupings are grouped - and that some competitive booths are not near each other.

Additionally, each year there are exhibitors who wait till the last 2 weeks to register. This causes new booths to be added the show floor.

So - if you see your booth number has changed - or if DON'T see YOUR exact number on the map, please note we have it under control. For those who don't see the number on the layout, it should be easy to extrapolate where you are located based on the surrounding numbers. In some cases we have condensed our interactive areas to accommodate the additional exhibitors who came in late - others were changed as existing exhibitor needs changed.

2. Show Specials & Offerings

The Show plans to send out two more emails promoting the show to previous attendees - and would like to include in those emails a summary of what our exhibitors plan to offer at this year's show. If possible, please forward a list of your "Special Show Pricing" or "Special Offers" to me so I can compile a list to send directly to these potential attendees. It will also to post on the website. We will of course note in both areas that these are "SHOW SPECIALS ONLY" and that this is not a deal on which they can get a rain check.

3. SPECIAL EXHIBITOR EVENT - SEMINAR - LEARN MORE ABOUT SOCIAL MEDIA

At 10 am on Friday, before the show opens, we have booked a special speaker for you - exhibitors. Jeff Ciecko, co-owner of CK Golf Solutions, a leading Canadian golf industry firm specializing in marketing strategies for golf course and travel operations, and expert in social media for the golf industry in Canada, will be on hand to give a presentation entitled - "Get Into the Conversation".

This event is FREE OF CHARGE and will be held in the Travel Theatre - again at 10 am on Friday.

I am hopeful many of you will participate. We want to create as much value in this show for you as possible, and feel this is a great opportunity to get some new and helpful information. This is a brave

new world of marketing and he is someone who can be of great help. You can reach out to Jeff in advance at jeff@ckgolfsolutions.ca

4. Move-In Reminders

Move in time does not start until 3pm Thursday - and the later you arrive that day the better. (Of course if you plan to set up Friday - we want you there as early as possible).

Set up is available until 8pm Thursday evening.

The easiest option is to drive down Royal Brougham - stay to the right of the parking garage ramp. At the turn-around, you will see signs directing you to the alley - which is on the east side of the East Hall. You can drive into the alley BRIEFLY - unload, then move your car to the parking garage - free of charge - then come back and complete the set up of your space.

PLEASE - keep your time in the alley to a minimum. We have a lot of large trucks that need access, too.

5. Lists & Wristbands

Many of you have may still be unfamiliar with the way we utilize our exhibitor wristbands. As a reminder - each exhibitor gets two wristbands per 10' of booth space per day. These will be provided upon check-in. NOTE: If you need additional wristbands for those working in your space - the cost is \$5 per wristband. These additional bands should be purchased upon check-in.

We know many have multiple people working in shifts - what we ask in that case - is for a list we can keep at the Exhibitor Desk of people who will be working. We will then give them the wristband as they enter.

Questions - keep them coming. I am doing my best to answer them in the order they come - but please keep them to this email address. No phone calls please.

Thanks again. The advertising is in full force and the weather looks like it will cooperate.

John

John Tipping
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