

Deadline: July 1, 2008

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

Preferred Customer Pass

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

Distributing Preferred Customer 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 Preferred Customer Pass campaign is the most important step to exceeding your goals at the **2008 APWA International Public Works Congress and Exposition**.

Research conducted by the *Center for Exhibition Industry Research* confirms that exhibitors who use Preferred Customer 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 Preferred Customer 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 Preferred Customer Passes.

1 YES! I want to maximize my booth traffic at APWA with Preferred Customer 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