
REACH BEYOND YOUR 2008 APWA EXHIBIT BOOTH SPACE

Stand out from your competitors through vigorous pre-show and on-site marketing! APWA offers an abundance of opportunities, products and educational tools to help your marketing efforts.

OFFICIAL PROGRAM & SHOW GUIDE LISTING / PRODUCTS & SERVICES LISTING ONLINE

The Official Congress Program provides attendees with information about your company and your booth number. In addition, each exhibitor's contact and product information is listed on the 2008 *Best Show in Public Works* section of APWA's web site (www.apwa.net/congress/) in advance of the show. Each exhibitor receives an email, containing user name and password information and instructions on updating product categories and your company's program listing. ***It is extremely important that you update your product categories and company information online***, as the information you list on the web site will also be included in the Congress Program which is distributed to attendees at the show. National Trade Productions and APWA reserve the right to edit copy.

If you do NOT update your information by **May 23, 2008**, the Congress Program will list information as it was received on your exhibit space contract. If your company has not received its username and/or password, please contact NTP at jkamalian@ntpshow.com, or phone 800-687-7469 x227 (1-703-683-8500, x227).

ATTENDEE LEAD FOLLOW-UP SYSTEM

All attendees will wear paper badges, which can be swiped through a machine to help you quickly capture pertinent information for follow-up after the show. By ordering a Custom Registration Inc. (CRI) Lead Scanner Unit, exhibitors are able to easily and accurately collect data from attendees who visit their booths. We recommend ordering this service in advance, using CRI's Lead Scanner Order Form (behind Tab 7).

PREFERRED CUSTOMER PASSES & ATTENDEE MARKETING LISTS

In our efforts to "go green" an electronic version of the Preferred Customer Pass (free exhibit only passes) will be sent to all exhibitors for use in promoting the exhibit to your potential clients. Each exhibitor will receive a coded electronic pass this spring to share with all of your potential customers via email or through your website. We encourage use of the electronic version as much as possible, however, if you require paper tickets, Preferred Customer passes will be available for distribution to each exhibitor this spring. You are encouraged to send these to your customers and prospects or give them to your sales force for distribution to your key customers in advance of the show. Please order the paper tickets using the form behind this tab. If you need leads for pre-show marketing, consider ordering a list of Congress attendees. Forms for ordering both 2007 show attendees and 2008 pre-registrants are located behind the tab.

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Available sponsorship and advertising information, as well as reservation forms for Exhibitor Showcase Presentations and New Product Promotion Displays, are included behind this tab. For assistance with any of these, please call or email the contact listed on the appropriate page.