

# ASI ROADSHOW™

## Exhibitor Information Packet

Attached you will find the following important information about  
Week #3 (Toronto, Burlington, London)

**Please note there will be no Van and Cargo Service for this week.**

- ◆ **Important Showcase Information** outlining the show format.
- ◆ **Exhibit Hours** are from 9:00 a.m. – 1:00 p.m.
- ◆ **Hotel Information** with addresses, shipping information, rates, and basic directions.
- ◆ **Transportation Services** information for an easy and convenient way to get yourself and your materials from city to city.
- ◆ **Exhibitor Reply Fax or Multi-Line Rep Reply Fax** to give us the information we need to better serve you during the week as well as indicate any special requests you may have. **Please complete this form and fax it back to us no later than March 9, 2016.**
- ◆ **Returning in 2016** – distributor members will be allowed to escort their end-buyers into the show.

If there is any way that we can be of assistance to you before the show, please send an email to [roadshow@asishow.com](mailto:roadshow@asishow.com). You can also contact:

Nick DiNicola  
Director, Industry Relations and ASI Roadshows  
877-934-7048  
ndinicola@asicentral.com



## Important Roadshow Information

- Hotels:** Each hotel has been carefully selected to provide a clean, safe, and comfortable environment. Specific Hotel Information for **Week #3** is enclosed. Please make your own hotel reservations directly with the hotel. **Make all reservations by the deadlines listed below and be sure to mention the ASI Roadshow when booking to ensure you get the ASI Roadshow rate.**
- Hours:** Exhibit hours are from 9:00 a.m. – 1:00 p.m. **Set-up will begin at 7:00 a.m. each morning. Breakdown will begin at 1:00 p.m.** As a courtesy to your fellow exhibitors, please have your exhibit ready at 9:00 a.m. and do not begin breakdown until 1:00 p.m.
- Format:** Each exhibitor will have an assigned space. Fire and safety regulations prohibit racks and displays in the aisles or blocking exits. **If you require additional tables, please let us know ahead of time.**
- Shipping:** Enclosed is information for shipping packages to each day's hotel. To ensure that your packages arrive on time, please follow the instructions carefully. Ship all packages to arrive no sooner than **two business days** before each show. **Catalogs & consumables should be shipped to each day's hotel in quantities to cover that day's exhibits.** Please include the name of the Company and the Rep on the shipping label to facilitate delivery. Also, it is recommended that you bring tracking numbers on-site with you to help locate missing items. **Since ASI is charged for storage & handling, you will be charged if boxes are received earlier than the specified delivery window. Cost is \$25/package.**
- Electricity:** Electricity is available at all locations for a **\$12.00 daily charge.** Please indicate on the **Exhibitor Reply Fax** or **Multi-Line Rep Reply Fax** if you require electricity so your exhibit can be placed near an electrical outlet. If you do not return your Exhibitor Reply Fax or Multi-Line Rep Reply Fax indicating a need for electricity, it may not be provided.
- Catering:** A continental breakfast will be available each morning for exhibitors in the exhibit area beginning at 7:00 a.m. Beverages and light snacks will be available throughout the day.
- Invitations:** All promotional products industry distributors are invited to attend, but distributors must be an ASI member in order to invite their clients. Invitations to distributors are mailed, faxed, & emailed and followed up with telephone reminders.
- End-Buyer Portion:** Distributor members will be allowed to bring their customers into the show. (1/2 day or full day pending on decision). The end-buyer will be identified by wearing a generic badge that is different than distributors which will say ESCORTED END BUYER.



# ASI ROADSHOW™

## Exhibitor Reply Fax – Week #3 (3/30/16 – 4/1/16)

Please return via fax (866-709-6740) or email (roadshow@asishow.com)

In order to serve you better, we require the following information by March 9.

1. Company name to be listed in the show directory and on the website:  
Company Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_ asi #: \_\_\_\_\_
2. Please list all exhibitor personnel. Indicate cities for staff not attending the entire week.  
Name: \_\_\_\_\_ Cell #: \_\_\_\_\_  
Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Cell #: \_\_\_\_\_  
Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Cell #: \_\_\_\_\_  
Email: \_\_\_\_\_

Note: Cell phone and email address information is for ASI Roadshow contact purposes only.

3. Do you need electricity? (There is a \$12 Daily Charge) Yes No

\_\_\_\_ Check here if the information listed above applies to all weeks you are exhibiting.

Name \_\_\_\_\_ asi/ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Applications returned unsigned will result in a delay in processing.

\_\_\_\_ Please use the credit card that ASI Roadshow has on file.

\_\_\_\_ Please contact me about using a credit card.

**TOTAL:** \_\_\_\_\_

\_\_\_\_ I do not want my company to receive faxes from or on behalf of the following companies: ASI Show, Freeman, RCS, Travel Planners, and any person or entity providing goods or services related to operating a Show to the fax numbers listed in this document. I also do not consent for my company to receive faxes from or on behalf of ASI to the fax numbers listed in this document.

# ASI ROADSHOW™

## Multi-Line Rep Reply Fax – Week #3 (3/30/16 – 4/1/16)

Please return via fax (866-709-6740) or email (roadshow@asishow.com)

In order to serve you better, we require the following information by March 9.

1. What line names will you be showing at the ASI Roadshow?

(If you have additional lines, please list on a separate sheet.)

\_\_\_\_ Phone #: \_\_\_\_\_ ASI # \_\_\_\_\_  
\_\_\_\_ Phone #: \_\_\_\_\_ ASI # \_\_\_\_\_  
\_\_\_\_ Phone #: \_\_\_\_\_ ASI # \_\_\_\_\_

2. Please list all exhibitor personnel. Please indicate cities for staff not attending the entire week.

Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Note: Cell phone and email address information is for ASI Roadshow contact purposes only.

3. Do you need electricity? (There is a \$12 Daily Charge) Yes No

\_\_\_\_ Check here if the information listed above applies to all weeks you are exhibiting.

Name \_\_\_\_\_ asi/ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Applications returned unsigned will result in a delay in processing.

\_\_\_\_ Please use the credit card that ASI Roadshow has on file.

\_\_\_\_ Please contact me about using a credit card.

**TOTAL:** \_\_\_\_\_

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# 2016

# ASI ROADSHOW MARKETING & SPONSORSHIP OPPORTUNITIES

# EXHIBITORS!

## ORDER A HIGH-EXPOSURE, LOW-COST MARKETING OPPORTUNITY

### Catalog & Product Resource Table

Have your catalog or product available for all Roadshow attendees on the Catalog & Product Resource Table located at the front of the show floor.

#### Catalog Resource

**\$350 per 5-day week**  
**\$275 per 4-day week**  
**\$200 per 3-day week**

#### Product Resource

**\$500 per 5-day week**  
**\$400 per 4-day week**  
**\$300 per 3-day week**

**\*\*\*IMPORTANT\*\*\*** All Catalog & Product Resource Table Suppliers are responsible for shipping directly to show site twice within selected week. Confirmations and specific shipping requirements will be sent within 30 days of selected week.

### ★ Web Banner Advertising ★

By promoting your company, show special and booth in a banner advertisement featured on the ASI Roadshow website, you are sure to increase your table traffic. With thousands of hits daily, your ad will be seen by Roadshow attendees before the show even begins.

**550 x 90 pixel Master ad – \$599 (6 ads available per month)**  
**Video ad – \$599 (3 ads available per month)**

### Pre-Show Email

A Pre-Show Email is a great way to invite distributors to visit you in a particular region. It's easy! Simply send us your promotional message (in an HTML or text format) and we will deliver your email to distributors in each particular Roadshow region.

**\$225 per 5-day week**  
**\$200 per 4-day week**  
**\$175 per 3-day week**

### Roadshow Sponsorship

What better way to get your product in front of distributors than to be a Roadshow sponsor! Sponsored products are used for the week and will be given to each attendee. Roadshow sponsorship opportunities include lanyards, bags, pens, lip balm, pencils and mints. Other Roadshow sponsorship ideas are welcome. As a Roadshow sponsor, your company name and logo will be featured on the ASI Roadshow website, in a pre-show marketing email and in the directory.

**\$1,200 per 3 U.S. week segment**  
**(There will be 3 U.S. segments)**

**\$400 per Canadian week**  
**(There will be 2 Canadian weeks)**

\* 3 Three week US segments and 1 two week Canada Segment.

### Coffee Sponsorship

**\$250 per week**

### Food/Snack Sponsorship

**\$500 per week**

### Product Sponsorships

**Pens.....\$350 per week**  
**Welcome Bags.....\$350 per week**  
**Lanyards.....\$350 per week**

† All advertising and sponsorships are subject to the standard ASI Show terms and conditions, which can be found online at <http://www.asiroadshow.com/Terms/index.html>.

**FAX TODAY to 866-709-6740 or 215-953-3939**

Contact Your Account Manager • Questions? Call 877-ASI-SHOW

**ASI  
ROADSHOW**

# 2016

# ASI ROADSHOW MARKETING & SPONSORSHIP OPPORTUNITIES

## Catalog & Product Resource Table\*

- |   |   |
|---|---|
| Catalog Resource                              | Product Resource                              |
| <input type="checkbox"/> \$350 per 5-day week | <input type="checkbox"/> \$500 per 5-day week |
| <input type="checkbox"/> \$275 per 4-day week | <input type="checkbox"/> \$400 per 4-day week |
| <input type="checkbox"/> \$200 per 3-day week | <input type="checkbox"/> \$300 per 3-day week |

I would like to place my catalogs or products on the Catalog & Product Resource Table for weeks:

\_\_\_\_\_

\*You are responsible for shipping catalogs & products directly to show site at start of each week.

## ★ Web Banner Advertising ★

- 550 x 90 pixel Master ad – \$599 (6 ads available per month)
- Video ad – \$599 (3 ads available per month)

## Pre-Show Email

- \$225 per 5-day week
- \$200 per 4-day week
- \$175 per 3-day week

I would like to send a Pre-Show Email for the following weeks: \_\_\_\_\_

The subject line is: \_\_\_\_\_

## Roadshow Sponsorship

- \$1,200 per 3 U.S. week segment (There will be 3 U.S. segments)  
The product I would like to sponsor is: \_\_\_\_\_

- \$400 per Canadian week (There will be 2 Canadian weeks)  
The product I would like to sponsor is: \_\_\_\_\_

## Coffee Sponsor

- \$250 per week

## Food/Snack Sponsor

- \$500 per week

## Product Sponsorships

- Pens .....\$350 per week
- Welcome Bags...\$350 per week
- Lanyards.....\$350 per week

## COMPANY INFORMATION:

Please complete this form, and send it with payment right away for the most exposure!  
Orders will not be processed without payment. All prices are net. All payments must be made in U.S. dollars only.

Company Name \_\_\_\_\_ asi/ \_\_\_\_\_

Company Address \_\_\_\_\_ Email \_\_\_\_\_

Advertising Contact (for questions) \_\_\_\_\_

Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Authorizing Representative \_\_\_\_\_

Authorizing Representative Signature \_\_\_\_\_

## PAYMENT INFORMATION:

**Total marketing investment: \$** \_\_\_\_\_

- Please use the credit card ASI Show has on file.
- Please contact me about using a credit card.

Please note that full payment is due with order. Space will not be reserved without full payment. All prices are net. Advertiser/sponsor agrees to all terms and conditions. All advertising commitments are non-cancelable, non-transferable and non-refundable. Please visit [www.asiroadshow.com/mktgopps](http://www.asiroadshow.com/mktgopps) for details.

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11/23/2015

**FAX TODAY to 866-709-6740 or 215-953-3939**  
Contact Your Account Manager • Questions? Call 877-ASI-SHOW

**ASI  
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**ASI**  
**ROADSHOW**<sup>TM</sup>

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**ASI**  
**ROADSHOW**<sup>TM</sup>

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**ASI**  
**ROADSHOW**<sup>TM</sup>

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_

**ASI**  
**ROADSHOW**<sup>TM</sup>

HOLD FOR ARRIVAL ON: \_\_\_\_\_

FOR COMPANY: \_\_\_\_\_

Contact: \_\_\_\_\_

Box \_\_\_\_\_ of \_\_\_\_\_