



Exhibitor Information Packet

Attached you will find the following important information about
Week #5 (Detroit, Cleveland, Indianapolis, Chicago)

- ◆ **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 April 4, 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. 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 #5** 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.**
- Van Service:** If you wish to participate in our Passenger Bus service (which includes Cargo Truck service), please indicate on the **Exhibitor Reply Fax** or **Multi-Line Rep Reply Fax**. We also offer a "Cargo Only" option at a reduced rate. **Passenger Bus & Cargo Truck reservations must be confirmed with a credit card number.** See the **Transportation Services** page for details. Service cancelled within two weeks of a show is non-refundable. In order to accommodate all participants, **Cargo Truck rates are based on up to 5 standard size boxes (up to 70 lbs per box) and/or display cases per company. Any extra or overweight cargo will incur an additional surcharge (\$25 per box).** Please call ahead if you think you may need additional cargo space. ASI Roadshow offers cargo service between all show locations this week. Note: ASI Roadshow is not responsible for damages/breakage resulting from poorly packed items.
- 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 yellow lanyard and a generic badge that is different than distributors which will say ESCORTED END BUYER.

ASI ROADSHOW™

Hotel Information

Don't forget – Catalogs & Consumables shipped to each day's hotel **should not** arrive more than **2 business days** prior to the show date.

Monday, 4/25/16 – Detroit

Hotel: [Holiday Inn Detroit/Livonia](#)
17123 N. Laurel Park Drive
Livonia, MI 48152
Phone: 734-464-1300

Rate: \$94/night
Deadline: **Book by 04/08/2016**
Shipping Info: Please ship to yourself and your Company Name c/o ASI Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.

Tuesday, 4/26/16 – Cleveland

Hotel: [Embassy Suites Cleveland Rockside](#)
5800 Rockside Woods Blvd.
Independence, OH 44131
Phone: 216-986-9900

Rate: \$149.00/night
Deadline: **Book by 03/26/2016**
Shipping Info: Please ship to yourself and your Company Name c/o ASI Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.

Wednesday, 4/27/16 – Indianapolis

Hotel: [The Lexington – FORMERLY RADISSON](#)
2500 S. High School Road
Indianapolis, IN 46241
Phone: 317-244-3361

Rate: \$91.00/night
Deadline: **Book by 03/31/2016**
Shipping Info: Please ship to yourself and your Company Name c/o ASI Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.

Thursday, 4/28/16 – Chicago

Hotel: [Holiday Inn Chicago/Elk Grove](#)
1000 Busse Road Elk Grove
Village, IL 60007
Phone: 847-434-1144

Rate: \$109.00/night
Deadline: **Book by 04/15/2016**
Shipping Info: Please ship to yourself and your Company Name c/o ASI Roadshow at the Hotel Address. Also, use labels on last page to identify shipment.

For more detailed directions call hotels, or go to: www.mapquest.com

Local Transportation (to/from airport):




Detroit Taxi is approximately: \$40
Chicago Taxi is approximately: \$17

ASI ROADSHOW™

Transportation Services

Need a Convenient Way to Get You and Your Exhibit Materials from Show to Show?

Save yourself valuable time and effort with the ASI Roadshow's Transportation Services!

	<p>Transportation service is available between show cities and includes Cargo Truck* service. Relax in comfort while our experienced staff transports you and your materials to the next show city. Very convenient!</p> <p>Just \$599/week (per 5 day week)</p>
	<p>Cargo Truck service only is available for exhibitors who want the freedom of driving themselves, but don't want the hassle of transporting their exhibit materials. Just put your materials on the truck. They will be delivered to your table for set up! A big time saver!</p> <p>Cargo Truck rates are based on up to 5 standard size boxes (up to 70 lbs. of weight) and/or display cases per company. A \$25 PER BOX charge will be charged for additional/overweight boxes.</p> <p>Just \$499/week (per 5 day week)</p>
	<p>When possible, Freight Forwarding Service is available between consecutive weeks. Avoid the headaches of dealing with an outside freight carrier! This is an economical way to ensure your freight gets where it needs to go! Best of all, your freight stays with us!</p> <p>Just \$1.50/lb</p>

***Cargo services include up to five standard size boxes and/or display cases (up to 70 lbs. each). A surcharge will be added for additional/overweight cargo (\$25 per box).**

All reservations must be confirmed with a credit card.

Just fill out the accompanying **Exhibitor Reply Fax** or **Multi-Line Rep Reply Fax** scan and email it to:

ndinicola@asicentral.com

Fax: 866-709-6740

Any questions, contact Nick DiNicola at 877-934-7048

ASI ROADSHOW™

Exhibitor Reply Fax – Week 5 (4/25/16 – 4/28/16)

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

In order to serve you better, we require the following information by April 4.

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

4. Do you want to participate in the Passenger Bus **and** Cargo Truck* services and have your materials delivered to your table each morning? A \$474 charge per person applies. Reservations must be confirmed with a credit card. Yes No
**If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*

5. If not riding in the Passenger Bus, would you like your materials transported from show to show in our Cargo Truck* and delivered to your table each morning? \$399 charge per company applies. Reservations must be confirmed with a credit card. Yes No
**If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.*

6. Would you like Freight Forwarding at \$1.50 per pound? Yes No

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

* Cargo services include up to 5 standard size boxes and/or display cases (up to 70 lbs each). A surcharge will be added for additional cargo. Terms: Exhibitor agrees to hold harmless ASI Roadshow, the exhibit facilities, their parents, subsidiaries, agents, employees, officers, and directors respectively against all claims, losses, expenses or damages, to persons or property, governmental charges or liens and attorney fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof or transportation between locations. All participants in the Van Pool agree to abide by all federal, state, and local ordinances and laws. Further neither ASI Roadshow nor the exhibitor facilities and their agents maintain insurance covering the exhibitors property and ASI Roadshow and the exhibit facilities assume no responsibility for such property nor transit between exhibit locations. ASI Roadshow is not responsible for transportation delays due to acts of God, weather, mechanical failure, or other circumstances beyond the control of ASI Roadshow.

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 #5 (4/25/16 – 4/28/16)

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

In order to serve you better, we require the following information by April 4.

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

4. Do you want to participate in the Passenger Bus and Cargo Truck* services and have your materials delivered to your table each morning? \$474 charge per person applies. Yes No
 Reservations must be confirmed with a credit card.
If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.

5. If not riding in the Passenger Bus, would you like your materials transported from show to show in our Cargo Truck* and delivered to your table each morning? \$399 charge per company applies. Reservations must be confirmed with a credit card. Yes No
If you have already reserved this on the Exhibitor Agreement, you do not need to check this again.

6. Would you like Freight Forwarding at \$1.50 per pound? Yes No

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

*Cargo services include up to 5 standard size boxes and/or display cases (up to 70 lbs each). A surcharge will be added for additional cargo.
 Terms: Exhibitor agrees to hold harmless ASI Roadshow, the exhibit facilities, their parents, subsidiaries, agents, employees, officers, and directors respectively against all claims, losses, expenses or damages, to persons or property, governmental charges or liens and attorney fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof or transportation between locations. All participants in the Van Pool agree to abide by all federal, state, and local ordinances and laws. Further neither ASI Roadshow nor the exhibit facilities and their agents maintain insurance covering the exhibitors property and ASI Roadshow and the exhibit facilities assume no responsibility for such property nor transit between exhibit locations. ASI Roadshow is not responsible for transportation delays due to acts of God, weather, mechanical failure, or other circumstances beyond the control of ASI Roadshow.

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.

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 for details.

AR-1743
11/23/2015

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

**ASI
ROADSHOW™**

ASI
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HOLD FOR ARRIVAL ON: _____

FOR COMPANY: _____

Contact: _____

Box _____ of _____

ASI
ROADSHOWTM

HOLD FOR ARRIVAL ON: _____

FOR COMPANY: _____

Contact: _____

Box _____ of _____

ASI
ROADSHOWTM

HOLD FOR ARRIVAL ON: _____

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FOR COMPANY: _____

Contact: _____

Box _____ of _____