



## Exhibitor Information Packet

Attached you will find the following important information about  
Week #2 (Boston, Stamford, New York, Saddle Brook)

- ◆ **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 January 30, 2017.**
- ◆ **End-Buyers** – 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](mailto:ndinicola@asicentral.com)

# ASI ROADSHOW™

## Important Roadshow Information

- Hotels:** Each hotel has been carefully selected to provide a clean, safe, and comfortable environment. Specific Hotel Information for **Week #2** 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.**
- Bus 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**.
- Attendee Email List:** Please note, due to ASI policy, attendee email addresses will no longer be sent with the attendee lists after each week. You will still receive the name, phone number, company, street address, and the day they attended. Contact information may be used only by the exhibiting company and cannot be transferred to another person or entity. Any misuse of this information will result in a \$1,500 fine. Attendee list is only available to ASI supplier members.

# 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, 2/20/17 – Boston, MA

**Hotel:** [Holiday Inn Boston-Dedham](#)  
55 Ariadne Road  
Dedham, MA 02026  
Phone: 781-329-1000

**Rate:** \$109.00/night  
**Deadline:** **Book by 01/06/2017**  
**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, 2/21/17 – Stamford, CT

**Hotel:** [Crowne Plaza Stamford](#)  
2701 Summer Street  
Stamford, CT 06905  
Phone: 203-359-1300

**Rate:** \$139.00/night  
**Deadline:** **Book by 01/30/2017**  
**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, 2/22/17 – New York, NY

**Hotel:** [New York Marriott Marquis](#)  
1535 Broadway  
New York, NY 10036  
Phone: 212-398-1900

**Rate:** \$254.00/night  
**Deadline:** **Book by 02/01/2017**  
**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, 2/23/17 – Saddle Brook, NJ

**Hotel:** [Saddle Brook Marriott](#)  
138 New Pehle Ave.  
Saddle Brook, New Jersey 07663  
Phone: 201-843-9500

**Rate:** \$179.00/night  
**Deadline:** **Book by 02/01/2017**  
**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](http://www.mapquest.com)

### Local Transportation (to/from airport):

Boston                      Taxi is approximately: \$70  
Saddle Brook              Taxi is approximately: \$45

# 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><b>Transportation service</b> 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><b>Just \$574/week (per 5 day week)</b></p>
	<p><b>Cargo Truck service</b> 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><b>Just \$499/week (per 5 day week)</b></p>
	<p>When possible, <b>Freight Forwarding Service</b> 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><b>Just \$1.50/lb</b></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](mailto:ndinicola@asicentral.com)

Fax: 866-709-6740

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

# ASI ROADSHOW™

## Exhibitor Reply Fax – Week 2 (2/20/17 – 2/23/17)

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

**In order to serve you better, we require the following information by January 30.**

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 #2 (2/20/17 – 2/23/17)

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

**In order to serve you better, we require the following information by January 30.**

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.

# 2017

# ASI ROADSHOW MARKETING & SPONSORSHIP OPPORTUNITIES

# EXHIBITORS!

## MAKE YOUR ROADSHOW A SUCCESS WITH THESE COST-EFFICIENT OPPORTUNITIES

### 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	Product Resource
\$350 per 5-day week	\$500 per 5-day week
\$275 per 4-day week	\$400 per 4-day week
\$200 per 3-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 sponsor. Think outside the box – table covers, banners and signs can all be sponsored by you! As a Roadshow sponsor, you will receive a banner ad on the Roadshow website, one pre-show marketing email, your show special featured on our Facebook and Twitter accounts, and your logo will be placed in the directory.

\$1,200 per 3 U.S. week segment  
\$2,295 per 6 U.S. week segment  
\$3,495 per 9 U.S. week segment

### Food & Beverage Sponsorship

Food & Beverage .....\$500 per week

### Product Sponsorships

Pens .....\$450 per week  
Welcome Bags .....\$450 per week  
Lanyards .....\$450 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**

# 2017

# 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
- \$2,295 per 6 U.S. week segment
- \$3,495 per 9 U.S. week segment

## Product Sponsorships

- Pens .....\$450 per week
- Welcome Bags...\$450 per week
- Lanyards.....\$450 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.

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

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

**ASI  
ROADSHOW**

AR-1743

08/05/2016



**ASI**  
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HOLD FOR ARRIVAL ON: \_\_\_\_\_

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

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

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

**ASI**  
**ROADSHOW™**

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

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

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

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

**ASI**  
**ROADSHOW™**

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

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

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

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

**ASI**  
**ROADSHOW™**

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

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

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

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