



DECEMBER 9 & 10, 2008  
RIVIERA HOTEL & CASINO  
LAS VEGAS, NEVADA

## 2008 MARKETING KIT

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Our efforts bring them to the event...

... **your efforts bring them to your booth!**



# 2008 MARKETING KIT

## Event Fact Sheet

- What:** Damage Prevention Conference & Expo
- Where:** Riviera Hotel & Casino in Las Vegas, Nevada
- When:** Pre-Conference: December 8, 2008  
Conference & Exhibits: December 9-10, 2008

### Monday, December 8<sup>th</sup>

- 8:00am – 4:30pm: Pre-Conference One Call Board Member Workshop
- 8:00am – 4:30pm: Pre-Conference Locating Certification Seminar
- 8:00am – 4:30pm: Pre-Conference Hydro Excavation Workshop

### Tuesday, December 9<sup>th</sup>

- 8:00am – 4:00pm: CalOSHA Locator Qualification Workshop
- 8:00am – 9:00am: Conference Sessions
- 9:15am – 10:15am: Conference Sessions
- 10:15am – Noon: Exhibits
- 11:45am – 1:00pm: Keynote Luncheon – Mike Kemper, President & CEO of NPL
- 1:00pm – 2:15pm: Exhibits
- 2:15pm – 3:15pm: Conference Sessions
- 3:15pm – 5:00pm: Exhibits
- 3:30pm – 5:00pm: Networking Reception

### Wednesday December 10<sup>th</sup>

- 7:30am – 9:00am: Keynote Breakfast – Mark Rosenker, Chairman of the NTSB
- 7:30am – 9:00am: Industry Roundtables (in conjunction with Keynote Breakfast)
- 8:30am – 1:00pm: Exhibits
- 10:45am – 11:45am: Conference Sessions
- 1:15pm – 2:15pm: Conference Sessions
- 2:30pm – 3:30pm: Conference Sessions

Produced By:



Hosted By



Endorsed By



Sponsored By:



## Quick Tips

### Prepare Your Sales Staff

- Who will be at the show? What are the company's goals? Will there be on-site company meetings?
- Discuss show attire.
- Wear comfortable shoes!
- Communicate pre-show promotional efforts.
- Practice sales pitches.

### Selling In the Booth

- You have 7-10 seconds to attract a potential customer.
- You have 3-5 minutes to qualify your prospect.
- Wear your exhibitor name badge on your right side so it's in the line of vision when you shake prospects' hands.
- Maintain an upbeat positive attitude.
- Create an inviting atmosphere in your booth. Don't sit in the booth looking bored or stand around talking to your colleagues.
- Refrain from using cell phones.

### Selling Outside the Booth

- Walk the show aisles and visit other booths.
  - Use this time to gather market intelligence.
  - Target sales prospects who are also exhibiting in the show.
  - Notice nametags, looking for customers or prospects.
  - Invite people to visit your booth.
- Participate in educational events.
  - Get on the schedule of presenters or introduce a speaker.
  - Network at events given by other companies.
- Spread out at meals to meet as many people as possible.
- Arrange to take customers and prospects out to eat during the show.
- Get yourself noticed by sponsoring an event or networking at other special events.
- Use the internet to promote your presence at the show.
  - Promote your schedule, special offers or contests on your website to encourage customers and prospects to visit you.

### Participate in Educational Events

- Exhibitors at DPC may register for a conference package at the special rate of \$99.  
*See the registration form attached to this kit for further details!*

### Selling After the Show

- Make sure the leads you gathered at the show don't grow stale – conduct follow-up calls the week following the show.
- Send an email to your customers and prospects reporting your participation in the show.
- Extend show specials for a few weeks after the show to encourage customers and prospects from the show to make a purchase.



# 2008 MARKETING KIT

## Direct Mail Tips

Direct mail is the most important element you can use to attract buyers to your booth. According to a survey by Incomm Research, a top independent research firm, the pre-show promotions that work best, with the percentage of attendees who are influenced are:

- Personal letters with complimentary passes to the trade show 54%
- Emailed or faxed invitation or information about what will be shown 42%
- Personal phone call 37%
- General direct mail 16%

**Follow these suggestions to increase the effectiveness of your mailings.**

**1. GET THE RIGHT LISTS.** A brilliant pre-show mailer can still flop if it's sent to the wrong list of people. Target your internal databases. Send your pre-show mailer to your best prospects and customers. Mail to people who have responded to ads for your product within the last six months, but have yet to make a purchase. Utilize show management's pre-registration list for the show.

**2. USE AN ODD-SIZE ENVELOPE OR STRIKING COLOR.** Most mailings are sent in a white letter size envelope. Making yours a different size or a different color will help it stand out from the stack of mail that hits your recipient's desk.

**3. HAVE A "TEASER" ON THE FRONT OF THE ENVELOPES.** Give the recipient a hint about what information is included inside and why it's to their benefit to at least open up the envelope and investigate. Your message can be as simple as "We want to give you..."

**4. EMPHASIZE EXCLUSIVITY.** If you're introducing a new product or service at the show, play this up in your mailer. Highlight the importance of the new offering and the fact that the reader has the exclusive opportunity to see it first.

**5. INCLUDE A CALL TO ACTION.** Enclose a response card in your mailer. Instruct recipients to bring the card to your booth to receive a small gift. Make sure your booth number is on the card so they know where to find you and be sure to capture their name and address on the card for follow-up activities.

**6. GIVE THEM A FREE PASS.** (Available through this kit) It's a good idea to include an official invitation or registration form in your mailer. Having an invitation gives prospects the assurance that they have the necessary paperwork to get into the exhibit hall.

**7. USE THE SHOW NAME ON THE ENVELOPE.** This is almost guaranteed to get your mail opened. People planning to attend the show have a vested interest in knowing what is planned. When your envelope seems to suggest that it is about the show, it will be opened.



## 2008 MARKETING KIT

**Don't forget to use the free & convenient  
online exhibitor center**

**[www.damageprevention.com](http://www.damageprevention.com)**

*Maximize your presence by taking advantage of this easy-to-use tool!*

### **How Does it Work?**

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1. Visit the DPC website at **[www.damageprevention.com](http://www.damageprevention.com)**
2. Scroll to Exhibitor Center and click on Exhibitor Tools
3. Sign in by entering your company's User ID and Password  
Login information will be sent by email and regular mail once we have received your signed exhibit space contract. If you have not received your User ID and Password, please email [lostid@cygnusexpos.com](mailto:lostid@cygnusexpos.com)

### **What Can You Do in the Exhibitor Center?**

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1. **Order FREE Passes (no charge to you!)** – We mail these promotional materials to you so you can distribute free invitations to your best customers & top prospects.
2. **Enter Company Description for Show Program** – this description, which presents an overview of the products and services your company offers, will appear in the On-Site Guide. All company descriptions are due by **October 29**.
3. **Enter Product Categories** – Choose the product categories that suit your company. If you want to be listed under additional categories or have your company profile & description appear on the website, upgrade your online presence with a Virtual Booth Package!
4. **Order Exhibitor Badges** – Everyone working your booth needs to have an Exhibitor Badge. To save time on-site, enter all associates in your company that will be working your booth.
5. **Access the Exhibitor Manual** - Get all the information and order forms you will need to set up your exhibit (available 8 weeks before the show).



# 2008 MARKETING KIT

## DPC On-Site Guide Company Description Form

The on-site guide is provided to all attendees and exhibitors immediately upon their arrival to DPC and includes company listings, descriptions, conference information and more. Make sure your company information is included!

### 3 Easy Ways to Submit Your Company Information:

- 1) Online (preferred): Visit [www.damageprevention.com](http://www.damageprevention.com),
  - Click on Exhibitor Tools
  - Login with your User ID & Password  
*Need your login information? Email [lostid@cygnusexpos.com](mailto:lostid@cygnusexpos.com)*
  - Click on Edit Your Exhibitor Profile, then fill out 'Published Contact Information' & 'Brief Company Description'
- 2) Fax: 952.894.8252
- 3) Mail: DPC, 801 Cliff Road East Suite 201, Burnsville, MN 55337

The information below will be listed in the program EXACTLY as you have provided it.

**Note to past exhibitors:** if we do not receive your updated information, we will use the information you provided to us for the 2007 DPC.

.....

**All information MUST be received by October 29**

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

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

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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

Company Description (25-30 words): \_\_\_\_\_

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**Must be returned no later than October 29**

**Fax to:** Kelly Hartmann  
Cygnus Expositions  
952.894.8252

**Please call 800.827.8009 x3355 with any questions**



## 2008 MARKETING KIT

### Free Promo Tools

Remember...industry research demonstrates that 91% of attendees stop where they are invited. At no extra cost to you, use the form below to order your FREE brochures and programs today!

You may also order your FREE promo tools online by logging into Exhibitor Tools at [www.damageprevention.com](http://www.damageprevention.com)

#### FREE Exhibit Hall Passes

**FACT:** The #1 way to attract a customer to your booth is with a free pass. These passes are excellent tools for increasing traffic and creating visibility. Use these passes to invite your hottest prospects and current customers. These passes are ideal for stuffing in mailings with invoices or statements, displaying at points-of-purchase, or for distribution by account reps.

Quantity of **FREE** passes you would like shipped \_\_\_\_\_  
(Order enough to invite all your customers & prospects!)

#### FREE Show Programs

You may wish to target your best customers and prospects with more details information about DPC. This 20 page, 8" x 10" booklet contains information about workshops, conferences, exhibits, and networking opportunities available at this year's event. Send the program along with specific information about your booth, and follow-up to make an appointment with them to see you at DPC!

Quantity of **FREE** programs you would like shipped \_\_\_\_\_

### Supplies are limited, order yours today!

To order your FREE promo tools, simply indicate the quantities you would like shipped above and fill out the form below.

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

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Shipping Address (no P.O. boxes): \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Fax to Kelly Hartmann at 952.894.8252



# 2008 MARKETING KIT

## FREE E-Promotions

These FREE online promotional tools are a simple & effective way to let people know that you'll be at DPC!

**QUICK TIP:** Make it easy for visitors to find you by including your booth number!

### SHOW LOGO



Invite prospects & clients to see you at DPC by including the official show logo on...

- Print Advertisements
- Brochures
- Website
- Correspondence

### WEB BANNERS



A variety of different DPC web banners are available for download. Make sure your web designer links them to [www.damageprevention.com](http://www.damageprevention.com) so your visitors know where they can register!

### E-VITE



Use this tool to send an electronic invitation to your best customers & prospects!

The E-Vite will be sent to all exhibitors approximately two months before DPC with instructions for forwarding to your e-mail database!

Visit [www.damageprevention.com](http://www.damageprevention.com) and click on 'Exhibitor Tools' for instructions on how to utilize these FREE online promotional tools!



# 2008 MARKETING KIT

## Sponsorship Opportunities

Enhance your presence at DPC! A sponsorship will help set yourself apart and attract attendees to your booth! A wide variety of options are available to suit your needs & budget.

*We'll be happy to customize  
a sponsorship package  
for your company!*

Contact Scott Odin at 800.827.8009 for details.

### On-Site

#### Keynote Breakfast - \$3,000

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Welcome event attendees by hosting the Keynote Breakfast!

Includes:

- Promotional material referencing the event
- Dedicated email-blast regarding the event
- On-site banner (provided by sponsor)
- Brief recognition during the reception's opening statements
- Opportunity to distribute premiums

Multiple sponsors welcome.

#### Keynote Luncheon - \$3,000

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Make your impression during the Keynote Luncheon open to all conference attendees!

Includes:

- Promotional material referencing the event
- Dedicated email-blast regarding the event
- On-site banner (provided by sponsor)
- Brief recognition during the reception's opening statements
- Opportunity to distribute premiums

Multiple sponsors welcome.

#### Networking Reception - \$3,000

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Sponsor the cocktail reception on Tuesday evening that includes hors d'oeuvres and limited complimentary beverages! Includes:

- Promotional material referencing the event
- Dedicated email-blast regarding the event
- On-site banner (provided by sponsor)
- Brief recognition during the reception's opening statements
- Opportunity to distribute premiums

Multiple sponsors welcome.

#### Attendee Registration - \$2,500

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Include your company name / logo in all aspects of event registration! Exposure includes:

- Logo and/or name on print and online registration forms
- Two banners and premiums on site
- On-site registration staff will wear attire with the sponsor's logo (optional).

All banners, premiums and attire to be provided by sponsor.

#### Conference Portfolio - \$1,500

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Provide the conference attendee with the ultimate portfolio! Company name and / or logo will be featured on a variety of conference materials referenced both during and following the event. As conference attendees arrive, their Conference Portfolio materials will include:

- **Portfolio** -- Sponsor can include company literature in the pocket of a bound folder containing the conference notepad. *(materials should not exceed 8 1/2" x 11" in size, to be supplied by sponsor).*
- **Notepad** -- Sponsor provides notepads with company logo to be included in all portfolios. *(Approximately 8 1/2"x11" in size, to be supplied by sponsor).*

**... set yourself apart from your competitors with just a small investment!**

» See **additional sponsorship options** on the next page!



# 2008 MARKETING KIT

## Sponsorship Opportunities Continued...

### Lanyards - \$1,200

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Watch your company logo walk around the exhibit floor! Provide attendee lanyards for show management to distribute in the registration area to attendees. Production and delivery are the responsibility of the sponsor company.

### Official Show Bags - \$1,200

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Provide attendees with a convenient way to transport conference and event information by sponsoring the official show bags that are distributed at the entrance to the exhibit hall. The bags will include both event and sponsor company logo and be a minimum of 14" high x 14" wide. Production and delivery of tote bags is the responsibility of the sponsor.

### Refreshment Breaks \$1,000

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Give attendees a treat! Refreshment sponsors receive exposure during conference breaks. Sponsor logo and/or name will be included in any marketing material referencing the breaks, on signage during the breaks and the sponsor will have the opportunity to distribute premiums. Two sponsorships available.

### Show Pens - \$750

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Your company logo will appear, along with the event logo, on the official conference pens to be distributed to attendees at registration. Sponsor company to provide pens according to specifications.

## Print Advertising

### ~~Conference Program Ad No longer available~~

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**1/2 Page - \$1,000**

**Full Page - \$1,500**

Reach industry professionals throughout the country! The Conference Program will be direct mailed to thousands of prospective attendees.

### Show Program Ad

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**1/2 Page - \$1,000**

**Full Page - \$1,500**

Promote your company with targeted advertisements in the Show Guide. The Show Guide is distributed to all attendees and serves as the definitive resource for the event. Exhibitor lists, current floor plans and event information are all included.

## Online Advertising

### E-Minder - \$500

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Coordinate an e-minder with your other pre-show promotions! Announce your new product, service or highlight company information in one of our email campaigns to prospective attendees. Sponsors will have their company logo and information featured at the top of the email. Multiple sponsors are welcome.

See pages 11-13 for information on **virtual booth packages & web banners!**

# 2008 MARKETING KIT

## Virtual Booth Package

### Virtual Booth includes:

❖ **BOLDED** company name & booth number listed in the Exhibitor List with a **"more info"** button linking to your web page that features:

- NEW! ■ Your company **LOGO**
- Your company name with a 50 word description
- Your company Booth Number
- An expanded description (from 1 to 3 paragraphs)
- New product/service announcement with **PHOTO**
- A link to **your company website**
- A list of 5 "Search Categories"
- A list of up to 5 manufacturers you wish to promote
- Contact information that can include address, phone, fax and email
- An **ITINERARY** button that allows attendees to add your company to their event itinerary list

- ❖ Posting of **your press releases**
- ❖ New product info added to a special **"New Products"** page



<b>Select Expo</b>	<b>Financial Summary</b>								
<input type="checkbox"/> Damage Prevention Conference & Expo '08	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"><b>Virtual Booth</b></td> <td style="text-align: right; padding: 2px;"><b>\$ 250</b></td> </tr> <tr> <td style="padding: 2px;"><input type="checkbox"/> <b>Video Option - \$250 additional</b></td> <td style="text-align: right; padding: 2px;"><b>\$</b></td> </tr> <tr> <td colspan="2" style="text-align: right; padding: 2px;"><b>TOTAL \$</b></td> </tr> <tr> <td colspan="2" style="text-align: center; padding: 2px;">(must be paid in full before activation)</td> </tr> </table>	<b>Virtual Booth</b>	<b>\$ 250</b>	<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>	<b>TOTAL \$</b>		(must be paid in full before activation)	
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Company _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX								
Contact _____ Date _____	<input type="checkbox"/> Check (Payable to: Cygnus Expositions)								
Phone _____ Ext. _____	Credit Card # _____								
Email _____	Exp. Date: _____								
<b>Authorized Signature</b> _____	Name On Card _____								
<b>For Internal Office Use Only</b>	Billing Address _____								
Check # _____ Amount _____	Signature _____								
Invoice # _____ Payment Date _____	<b>Fax Credit Card Payments to: 952.894.8252</b>								
Accepted by: Cygnus Expositions      Date Accepted _____	<b>Mail Checks to:</b>								
Acceptance Signature _____	<b>Cygnus Expositions – MN</b>								
	<b>Box 684080, Milwaukee, WI 53268-4080</b>								

# 2008 MARKETING KIT

## Featured Virtual Booth Package

**Featured Virtual Booth is limited to 4 companies and includes:**

- ❖ Top billing on the Exhibitor List and Search Results pages
- ❖ **BIGGER & BOLDER** company name & booth number listed in the Exhibitor List with a **"more info"** button linking to your web page that features:
  - Your company **LOGO** and Booth Number
  - Your company name followed by a 50 word description
  - An expanded description (from 1 to 3 paragraphs)
  - New product/service announcement with **PHOTO**
  - A link to **your company website**
  - A list of 10 "Search Categories"
  - A list of up to 5 manufacturers you wish to promote
  - Contact information
  - An **ITINERARY** button that allows attendees to add your company to their event itinerary list
- ❖ Posting of **your press releases**
- ❖ New product info added to a special **"New Products"** page
- ❖ A 160x120 pixel banner ad for standard rotation



Select Expo	Financial Summary																																	
<input type="checkbox"/> Damage Prevention Conference & Expo '08	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"><b>Featured Virtual Booth</b></td> <td style="text-align: right;"><b>\$ 1,000</b></td> </tr> <tr> <td><input type="checkbox"/> <b>Video Option - \$250 additional</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> <tr style="border-top: 1px solid black;"> <td style="text-align: right;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> <tr> <td colspan="2" style="text-align: center;">(must be paid in full before activation)</td> </tr> </table>	<b>Featured Virtual Booth</b>	<b>\$ 1,000</b>	<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>	<b>TOTAL</b>	<b>\$</b>	(must be paid in full before activation)																										
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# 2008 MARKETING KIT

## Web Banner Ads

Ad Unit	Location	Dimensions	Rate
<input type="checkbox"/> Button	Right Column	160x60	\$250
<input type="checkbox"/> Tile	Right Column	160x120	\$500
<input type="checkbox"/> Horizontal	Page Bottom	468x60	\$750
<input type="checkbox"/> Skyscraper	Right Column	160x300	\$1,000

A basic banner ad provides random placement on all pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad. Please see Material Guidelines and General Requirements for details.

**Corner Peel-Away Ad**

This is an exclusive ad placed ONLY on the top right corner of the Home Page! You supply the artwork and we'll create the ad. Only ONE peel-away ad is available for each event. Contact your Account Rep for all the details.

**Design Enhancement Services**

Whether you require the scanning of a logo or enhancement of your ad, Cygnus Expositions' design staff will work with you to create your ad. Rate is \$75/hour with a \$25 minimum. Contact your Account Rep for all the details.

**Exclusive Ad Placements**

Want your ad to always appear on the Home Page, Exhibitor List or Registration page? Then Exclusive Ad Placement is for you. They are available on a limited basis and priority placement will be given in the order sold. Contact your Account Rep for details.

**NOTE** - Banner ads are sold on an event cycle basis. Once your ad is placed on the website it will remain up until the site is re-launched for the next year's event, or until you ask to have it taken down. Ads must be paid in full before they will be placed. Standard rotation ads will be randomly displayed throughout the site. Exclusive ads will ONLY appear on the page selected and placement will be determined at time of payment. Cygnus Expositions reserves the right to limit the number of ads on any one page.

Select Expo	Financial Summary						
<input type="checkbox"/> Damage Prevention Conference & Expo '08	<table style="width: 100%;"> <tr> <td style="width: 60%;"><b>Ad Total</b></td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td><b>Design Service</b></td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="text-align: right;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$ _____</b></td> </tr> </table> <p style="text-align: center; font-size: small;">(must be paid in full before activation)</p>	<b>Ad Total</b>	\$ _____	<b>Design Service</b>	\$ _____	<b>TOTAL</b>	<b>\$ _____</b>
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# 2008 MARKETING KIT

## Pre-Event Mailing List

Take advantage of this **FREE** opportunity to reach DPC attendees before the event!

Industry research indicates that exhibitors who conduct a minimum of two pre-show marketing campaigns increase the effectiveness of their trade show presence by up to 65%. We encourage you to enhance your show presence by conducting a targeted promotional campaign using our list of pre-registered attendees.

### TERMS

1. Cygnus Expositions will provide complimentary, one-time use of the DPC list of pre-registered attendees, via a third-party mail house.
2. Cygnus Expositions will release the list to Bolger, Inc, at no charge, per your request.
3. The exhibitor will forward to Cygnus Expositions for approval a copy of the materials that are to be sent, along with this completed form.  
(Fax: 952.894.8252)
4. After Cygnus approves materials, the exhibitor will forward all mailing materials to:  
Bolger, Inc.  
Attn: Lisa Digatono/Cygnus Expos Mailing  
3301 Como Avenue SE  
Minneapolis, MN 55414-2809  
Phone: 651-645-6311  
Email: ldigatono@bolgerinc.
5. The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. A representative of Bolger, Inc. will contact you to arrange for payment.

### EXHIBITOR CONTACT INFORMATION:

Company Name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Exhibitor agrees to the above mentioned terms of list use.*

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

**Please complete this form and fax to 952.894.8252.**

Please call Kelly Hartmann at 800.827.8009 with any questions



## 2008 MARKETING KIT

### Show Management Contact Information

#### **Cygnus Expositions**

Damage Prevention Conference and Expo  
801 Cliff Road East Suite 201  
Burnsville, MN 55337

#### **Show Manager, Exhibit and Web Package Sales, Sponsorships**

Scott Odin, Show Manager  
Phone: 800.827.8009 x3337  
Fax: 952.894.8252  
Scott.Odin@cygnusexpos.com

#### **Marketing, Promotions, Press Releases**

Jane Lally Montei, Marketing Manager  
Phone: 800.827.8009 x3319  
Fax: 952.894.8252  
Jane.Lally@cygnusexpos.com

#### **Web Promotions, Promotional Tools, General Marketing**

Kelly Hartmann, Marketing Representative  
Phone: 800.827.8009 x3355  
Fax: 952.894.8252  
Kelly.Hartmann@cygnusexpos.com

#### **Move-In, Move Out, Exhibit Floor Operations**

Megan Stark, Operations Coordinator  
Phone: 800.827.8009 x3357  
Fax: 952.894.8252  
Megan.Stark@cygnusexpos.com



# Exhibitor Conference Registration

December 9 & 10, 2008 ~ Riviera Hotel & Casino, Las Vegas, Nevada

*Fax* to 952.894.6818

*Mail* to Cygnus Expositions, 801 Cliff Road East, Ste 201, Burnsville, MN 55337-1543

## Badge Information

PRIORITY CODE: Exhibitor

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email (Required to receive confirmation) \_\_\_\_\_

**IMPORTANT** - Email addresses are used to communicate informational updates for events. Occasionally, you may receive emails from Cygnus Business Media on behalf of a third party who would like you to receive relevant industry information, but your email will not be released to any third party. You will be able to opt-out from receiving emails from us.

## Event Registration

Admission includes Exhibits, Roundtable Discussions and Networking Reception

**EXHIBITOR Admission - \$99** - Includes 2 days (Tues/Wed) of conference sessions and 2 keynote meal functions

NOTE - Workshops & hotel not included. Workshop registration & hotel reservations can be made at [www.damageprevention.com](http://www.damageprevention.com).

## Method of Payment

Total Amount Due \$ 99.00

VISA    MasterCard    AMEX    Check (payable to Cygnus Expositions)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature (required) \_\_\_\_\_

### Registration Deadline

All Exhibitor registrations must be received by Nov. 21, 2008.

### Cancellation Policy

In the event of cancellation, registration fees will be refunded if written notice is received by Oct. 27, 2008. After Oct. 27, 2008 all cancellations are non-refundable.

For more information visit [www.DamagePrevention.com](http://www.DamagePrevention.com) or call 800.827.8009