



FREE PROMOTIONAL MATERIALS

FREE! Exhibit Hall Admission Passes

The most effective tool in your direct mail campaign is the Free Exhibit Hall Admission Pass provided by Firehouse World at no cost to you. These passes allow you to invite your prospects and customers to pre-register and attend the exhibits, opening ceremony, and keynote presentation for **FREE** (a \$15 value). Here are a few suggestions for distributing them:

- 1) Send to customers and prospects with a cover letter highlighting why they should come to Firehouse World, what they will see at your booth and where you will be located.
- 2) Include a printed announcement of what you'll be demonstrating at Firehouse World.
- 3) Deliver the passes in person.
- 4) Send to your distributors, regional offices, and sales people for further distribution.
- 5) Offer free passes during phone conversations and insert them into mailings, invoices, and business correspondence.

FREE! Conference Programs

You may wish to target your best customers and prospects with more detailed information about Firehouse World. Conference Programs are available for you to distribute to this special group. Send the program along with specific information about your booth, and follow-up to make an appointment with them to see you at the show.

FREE! Logos

Take full advantage of any other mailings and correspondence you have going out to your customers to increase traffic to your booth. Download the show logo from the "**For Exhibitors**" section on the Firehouse World website (www.FirehouseWorld.com). Add the logo to your printed mailings, periodic correspondence, or specialized show information you send out. Use every opportunity to remind your customers and prospects to come to the show and visit your booth. If you need the logo in other file formats, just contact Marcia at 800.827.8009 x 3309 or email Marcia@FirehouseEvents.com.

FREE! Web Banners

Place a Firehouse World web banner on your company's website to announce your participation in the show. The web banners can be easily downloaded from the "**For Exhibitors**" section on the Firehouse World website. Be sure to link the banners directly to the show website, allowing visitors to easily discover all the benefits of attending. They can even register online!

If you wish to send promotional materials to your dealers to distribute, please contact us and we will ship them direct for you!

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