



May 28-30, 2009 • Boston Convention & Exhibition Center • Boston, MA

Now offering more ways to personally invite your customers and prospects to visit your booth at the show!

- PRINT** All orders of 500 or more print VIP passes will be imprinted with your company name free of charge
- ELECTRONIC (pdf)** Order a pdf version that you can email to your clients, customized with your company name and unique VIP code
- ONLINE** Create your own unique VIP code to use on all promotional materials, which enables you to track your results.

Guest Pass Order Form *NEW for 2009- Tracking Capability for Online Version!*

VIP Passes allow you to offer the buyers you most want to meet FREE exhibit hall admission — a **\$25 savings** over the regular price. Distributing VIP Passes has proven to be one of the easiest, most effective methods of increasing booth traffic — yet many exhibitors just do token mailings or even worse, don't use them at all! An effective campaign is the most important step to exceeding your goals at **Club Industry East**.

*Research conducted by the **Center for Exhibition Industry Research** confirms that exhibitors who use VIP Passes attract better, more qualified traffic at their booths than those who don't.* Further, invitations from exhibitors rank as the **number one incentive** for trade show attendance.

Here's how to obtain your VIP Passes:

Fill out and return this order form and tell us how many print passes you need. Please note:

• **All orders of 500 or more will be imprinted with your company name and unique VIP code free of charge** if you order by **March 12, 2009***.

No matter how many you order, there is no charge for VIP Passes

*Print passes may be ordered after **March 12** but cannot be imprinted.

Yes! I want to maximize my booth traffic at Club Industry East with VIP Passes!

Quantity Requested _____ (Minimum 25) Date Ordered _____

Please create an electronic version of the VIP (pdf format) with company name below

I want to use the Exhibitor Tool Kit to create my own online passes and set up a unique VIP code to track results on all formats. Please contact me with information & the URL to get started!

Ship print passes to: (please type or print clearly)

COMPANY _____ BOOTH # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

CONTACT _____

E-MAIL ADDRESS _____

Company Name exactly as it should appear on your VIP Passes: **(orders of 500 or more only for print or for separate electronic version)** Use one line for each letter, skip one line for each space.

DEADLINE for Imprinted Guest Passes: March 12, 2009

Fax or email: Robin Leven, Club Industry East

FAX: 913-967-6416 or 215-230-8492 Email: robin.leven@penton.com