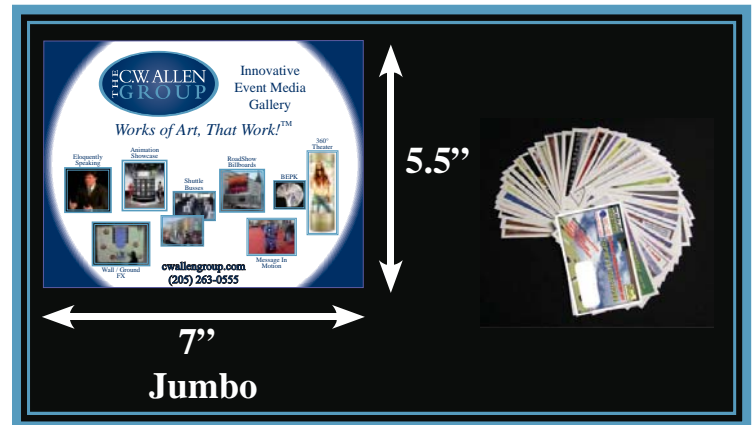


The Official AAO '09 Buyer's Event Planning Kit



What is it?

A proven and powerful Pre-, and At show Direct Mail Marketing piece designed to provide a cost-effective solution for exhibitors to increase qualified booth traffic. The Buyers Event Planning Kit cards are 5.5" x 7" and are printed on quality 8 point card stock with four color printing on the front of the card and black & white printing on the back. These cards are bookended by address cards with up to three sponsors on the front and a window card in the back. The cards are packaged in a clear wrap with the outside address card promoting the event.

Did you know:

- Direct Mail is still the number one most effective medium to influence a buyer's decision to attend a trade show, as well as any one respective exhibitor.*
- Over 86% of attendees have a pre-conceived buying agenda prior to arriving at the show.*
- Direct Mail is a very profitable investment that has proven consistent results!

*Source: The CEIR & Deloitte and Touche Consulting Group

Why Does it Make Sense?

- This is the official mailer, and the only chance to reach pre-registered attendees prior to the show.
- Mailing will be sent 2 to 3 weeks before show opens.
- This mailer will be distributed at the show.
- Price –Inclusion in this program is a fraction of the cost of an individual mailing (especially with new postal rates)
- Create a special invitation for attendees to visit your booth.
- The mailing contains a valuable planning kit that includes:
 - 1) Exhibitor appointment schedule
 - 2) Show schedule card
 - 3) Welcoming card
 - 4) Attendee marketing card

Requirements/Notes - See our website for more information www.cwallengroup.com.

"I have used the CW Allen Buyer Event Planning kit card for the past several years in every major show we have attended. I must say the results I have received from these cards is phenomenal! A word of caution - you have to put the cards together in ways that work. And I have to say my consultant at CW Allen is instrumental in getting it done, and done right! This is the most cost effective solution I have ever found at a trade show/event; I will certainly use it every time I can!"

Kathi Quigley, Marketing Services and Physician Relations Manager

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205.263.0555

info@cwallengroup.com www.cwallengroup.com