



June 22-24, 2008
George R. Brown Convention Center
Houston, TX

HOT SPOTS!



Hot Spots is a new way that we drive traffic to your booth. Each attendee receives a card located at ALL badge holder pickup areas. The cards have your logo with booth number on it as well as a show floor map which identifies you as a Hot Spot exhibitor. Each attendee has to visit your booth and get it stamped in order to turn their card in for prizes. Here is what you receive:

- Company name distinguished on [website](#)
- Identified on the [show floor map](#) as a Hot Spot Exhibitor
- Identified on the [Buyers' card](#) as a Hot Spot Exhibitor with [company logo](#)
- Three days of [recognition](#)
- High exposure
- High volume [traffic](#)

COST: \$300.00

LOGO DUE DATE: May 1, 2008
Email Logo to: expoinfo@tramail.org

SHOW SPECIALS

A Show Special is something your company offers **ONLY** at the show. Examples include: A bakers dozen, buy one get one FREE, 10% off discount, etc.

- Give buyers an incentive to [place orders](#) on the show floor
- Show Specials are "only" available at the show
- Show Specials are posted on the [Expo website](#)
- Will be featured in the [Expo Program](#)

As soon as we receive your Show Special we will post it on our website

COST: FREE

PRINT YOUR SHOW SPECIAL HERE

WEBSITE LINK FROM OUR SITE TO YOURS

- Great Exposure!
- Let attendees see what you do
- Use this to drive [traffic](#) to your booth

COST: FREE

Web Address: _____

DIRECTORY LOGO UPGRADE

- **UPGRADE** your product listing
- Use your logo to **stand out!** Your company logo will be placed by your company information in the official **2008 Southwest Foodservice Expo Program & Directory**.

LOGO SPECS

High Resolution, 300 dpi.
BLACK & WHITE ONLY!

FORMAT

EPS, JPEG, or TIF ONLY!

COST: \$100.00

LOGO DUE DATE: May 1, 2008
Email Logo to: expoinfo@tramail.org

Complete contact information. Check all Marketing Opportunities that apply. Be sure to print your Show Special and Web Link if you are including one. Don't forget to email your logo to expoinfo@tramail.org as soon as possible.

Contact _____

Company _____ Booth # _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Fax _____

Email _____

- | | |
|------------------------|-----------------------------------|
| HOT SPOT | <input type="checkbox"/> \$300.00 |
| SHOW SPECIAL | <input type="checkbox"/> FREE |
| WEB LINK | <input type="checkbox"/> FREE |
| DIRECTORY LOGO UPGRADE | <input type="checkbox"/> \$100.00 |

Amount Due \$ _____

- American Express Master Card/Visa Discover Diner's Club

Credit Card # _____

Exp. Date _____ CSC # _____

Name as it appears on card _____

Billing Address _____

City _____ ST _____ Zip _____

Signature _____

Return form with payment to:
Southwest Foodservice Expo, PO Box 1429 - Austin, TX 78767-1429
800-395-2872 - Fax 512-477-6486

ALL SALES ARE FINAL - NO REFUNDS - NO EXCEPTIONS
For more information call 800-395-2872

EXHIBITOR MARKETING OPPORTUNITIES