



## **SLA EXHIBITOR – GET- AN - EXHIBITOR CAMPAIGN**

### **HOW TO PARTICIPATE:**

Recruit a first time exhibitor to SLA's 2009 or 2010 Annual Conference & INFO-EXPO.

### **WINNERS WILL RECEIVE THE FOLLOWING:**

**GRAND PRIZE:** A FREE Standard Booth for 2010

**SECOND PRIZE:** 50% off your Booth Fee for 2010

**THIRD PRIZE:** 4-night stay at SLA 2010 New Orleans Conference & INFO-EXPO

Winners will be announced on **FRIDAY, 8 JANUARY 2010** and be notified by phone!

### **HOW DOES IT WORK?**

Just recruit first time exhibitors to SLA 2009 or 2010 and win - It's that easy!

For each first time SLA exhibitor you recruit to the SLA Annual Conference & INFO-EXPO, you will receive US\$ 100 discount off your SLA 2010 booth and **be automatically entered into the grand prize drawing**. How do you get credit for a first-time exhibitor? **Just make sure your exhibitor recruit lists your name & company as the "referral" when submitting their SLA exhibit application to HQ. \***

For each additional first time exhibitor you recruit, you can up your chances to win a free booth in the grand prize drawing; two new exhibitor recruits gives you two changes to win a free booth, and so on.

The more first time exhibitors you recruit, the greater your chance of winning.

### **CAMPAIGNE DEADLINE**

Campaign starts Tuesday, 2 March 2009 and ends Thursday, December 31 2009.

### **REQUIREMENTS**

- You must be a 2009 SLA exhibitor as well as exhibiting in SLA 2010.
- The recruit exhibitor must have their own booth (no booth sharing).
- Someone in your company must a member of SLA.
- A standard booth is 10' x 10,' which is valued at US\$ 3,150.
- If you get a larger booth, the cost of US\$ 3, 150 will be deducted from the total cost of your booth fee.

\* Your referral must submit an exhibit application and exhibit in 2009 or 2010 SLA Annual Conference & INFO-EXPO for your company to receive the US\$ 100 discount and entry into in the drawing.

Thanks

DeVonne Parks, CEM  
Director, Exhibits  
SLA  
Direct: +1.703.647.4948  
Mobile: +1.410.528.3920  
dparks@sla.org