

One Show - Two Great Ways to Participate:
The Selling Solutions Showcase and the Product Pavilion

August 21, 2012

The Upper Midwest Association of Promotional Professionals
“UMAPP”

This is your official invitation to be on the ballot for the 40th annual Selling Solutions Showcase (*also known as the Room Show*).

Get on the ballot for the Selling Solutions Showcase Exhibitor List. * Make presentations to 220+ qualified and serious distributors in one day -- classroom style. We think you'll agree there is no better way to showcase your company!

Only 14 exhibitors are chosen to give 25-minute presentations to 220+ of our qualified members. Our most loyal members pay to attend this all-day event, so they are serious participants ready to learn YOUR in-depth selling solutions! Get on the ballot, lobby for votes, and earn your exhibitor spot!

Here is how the Show works:

- Each exhibitor is assigned to a suite. The living room portion is used for setting up your display, and distributor groups will sit in chairs for the presentation. The room also doubles as your sleeping room for one night, paid for by UMAPP. Additional nights are available at your own cost.
- Exhibitors give 14 presentations with a length of 25 minutes each. These are given on the half hour to rotating groups of distributors.

** See the registration form for a list of ineligible suppliers due to the 3-year exclusion rule.*

More details:

- The participation fee for suppliers chosen to exhibit is \$1,150.00, which includes one night's hotel, breakfast (full breakfast free at hotel with stay), lunch, snacks, and the networking party after the show (appetizers/beverages) . . . a \$200 value. For around \$4.00 per person, you can have access to an expected 220+ distributors for a full day!
- Exhibitors are given the right of first refusal for sponsorship opportunities (breakfast, lunch, snacks, networking party) until May 1. Any sponsorships not reserved by exhibitors will be offered to the rest of the supplier membership.

The Product Pavilion is also a great way to participate in this Show. All supplier members are invited to participate. It's easy:

- Complete the enclosed registration form;
- Send us your product along with a case history for display during show hours.

This is a great opportunity to connect with the distributors in the Upper Midwest! Captive audiences of 220+ distributors in one day has been proven to boost sales and recognition in this area.

Embassy Suites, Bloomington, Minnesota



APPLICATION FOR THE BALLOT

UMAPP Room Show

August 21, 2012

Embassy Suites

Bloomington, Minnesota

In order to exhibit at the Room Show, you must be invited by UMAPP's distributor members. Complete the information below to be on the ballot that will go to distributors for voting. They will choose 14 suppliers they want to see exhibit at this show. The Room Show Committee has the final determination of the selection based on distributor votes and variations of lines.

Company name as to be shown on the Official Ballot: _____

Line Name (if any) for the Official Ballot: _____

Address* _____ City* _____ State* ____ Zip* _____

Contact person for this form* _____

Email* _____ Phone* _____

** UMAPP office use only - will not be on the ballot.*

Description of items to be exhibited at the Show (limited to three lines). Please write clearly and, remember, this is your chance to convince the distributors they want to see YOU at this Show. Keep it short so it fits on the ballot.

Suppliers have found it beneficial to campaign for votes via regular mail -- some have even increased their response rate by including a promotional product. Please make sure your product has your ASI, PPAI, or UPIC number so distributors can refer back later as to where the product came from. A mailing list of distributor companies is available from the UMAPP office in Excel format. This list includes company name, contact person, and mailing address (sorry, no email addresses). Send an email to umapp.sue@comcast.net to request the list.

Distributors will receive the ballots for voting the week of **February 20**.

Distributor attendees and their email addresses will be available after the show to exhibitors only.

Registration forms must be returned to the UMAPP office by Friday, February 17.

UMAPP, 9292 Dartford Road, Woodbury, MN 55125. Phone: 651-734-9767; Fax: 651-734-9110
email: umapp.sue@comcast.net

Ineligible Suppliers Due to the 3-Year Exclusion Rule

3M	Crystal D	LarLu	Sanmar
American Ad Bag	Custom HBC	Leeds	Senator
Ash City	Dubow Textile	Maple Ridge Farms	Showdown Displays
BayState	ETS Express	Points of Light	Starline
Beacon	Fey	Quikey	The Chest
Black Forest	Fields	S&S Activewear	Vision USA (Punch Products)
Bullet	Gill Studios	Sabina	Vitronic
Crown Products	Illini	Sanford B2B	World Wide Line

Register for the UMAPP 2012 Product Pavilion

Held in Conjunction with the Room Show
August 21, 2012

The UMAPP "Room Show" is an industry tradition that brings top suppliers and 220+ distributors together for a day of education sessions. The 2012 suppliers will be chosen by distributor vote in February, but any supplier member can participate in the Pavilion.

- 220+ distributors attend the event
- Pavilion is open for ten hours
- Write the product description and contact information on the case history form (see below).
- Option to distribute a product sample
- Early Registration Discount - \$75 per product through June 1, 2012, then \$125 per product.
- Sign up below -- then:



** A Case History form will be emailed to you. Return the case history via email and we will place the case history next to the product during the Product Pavilion. All pavilion items will be mentioned in the Navigator Newsletter for the September/October issue.*

** Products must be registered and delivered by **August 10**. Delivery location: UMAPP Product Pavilion, Attn: Deb Meier, Brown & Bigelow, UMAPP Room Show Pavilion, 345 Plato Blvd., St. Paul, MN 55107.*

Company Name: _____

Contact Person for this form: _____

Email: _____ Phone: _____

Send or fax to: Sue Selseth, UMAPP, 9292 Dartford Rd., Woodbury, MN 55125

Phone 651.734.9767 / Fax 651.734.9110, email: umapp.sue@comcast.net

Make checks payable to UMAPP, or complete the credit card information: Visa MasterCard American Express

Name on Card: _____

Billing address for card: _____

Card: ____ / ____ / ____ / ____ Exp ____ / ____ Security Code: _____

Email address for receipt of payment: _____

Cost per product:	\$ _____
x _____ products	\$ _____
Total:	\$ _____
Check to be mailed?	yes no



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Woodbury, MN 55125

***Inside is your invitation to be on the room show
ballot for the August 21, 2012 show***

Deadline to return: February 17