

May, 2010

Dear Fall Show Exhibitor:

The 20th Annual Fall Home & Remodeling Show sponsored by the Milwaukee/NARI Home Improvement Council, Inc. is fast approaching, and you are invited to exhibit.

Because we have over 900 members, exhibit space was offered to them earlier this month. We are pleased to report that there is still booth space available and would like to invite you to exhibit in this Show.

The Show will be held September 17-19, 2010, at the Wisconsin Exposition Center at State Fair Park. Enclosed is a copy of the Show prospectus, **new floorplan-Hall A, as of 2009**, and Show contract/application form. Exhibitors from the 2009 Show have renewal priority until June 28, 2010. After June 28, 2010, booths will be assigned on a first-come, first-served basis. Because the fireplace companies have to be near the columns that have gas, we have kept these spots open for them. Deadline for them to respond is June 21, 2010.

Please note, each Show application must be accompanied by a certificate of insurance, along with a picture of the booth/display to be exhibited. This is mandatory to exhibit at our Show!

Once again, we have set aside a certain portion of the exhibit hall called the "Marketplace" for those vendors who do demonstrations on the floor. If you are one of these vendors, be sure to sign up for a booth in this area.

Each year we strive to improve the look and feel of the Show in the hope of surpassing the previous year's Show for both the exhibitors and attendees. We will have national talent on our seminar/cooking stage and our advertising budget has been increased. Through this, we have scheduled an aggressive advertising campaign to attract thousands of visitors.

Special offer-Returning participants receive a 50% discount off each additional booth space purchased from the previous year. For example, if you had one booth in 2009, and you wish to purchase two booths for 2010, the second booth can be purchased at a 50% discount.

This year we are happy to announce we will be holding a raffle drawing during two days of the Show for those companies who are committed to staffing their booths at all times. Each company will be issued two entry tickets that will be stamped upon opening of the Show and turned in at the end of the Show that day. The winner of each of these drawings will receive 50% off of a 10x10 booth in the 2011 Fall Home & Remodeling Show.

Because corners and end caps are at a premium (everyone wants one!), there will be a surcharge for these - \$50.00 for a booth with two sales sides and \$100.00 for a booth with three or more sales sides. The committee has worked diligently to keep exhibitors' costs affordable, while continuing to produce a Show that our association and exhibitors can be proud of.

If three day parking passes are needed, they may be ordered prior to the show's opening through the Wisconsin Exposition Center. A form to order these passes will be mailed to you in your kit or you can access www.wisconsinexpoctr.com and place your order.

Exhibitors will also receive exhibitor passes and complimentary Show admission tickets for distribution to customers.

Don't be left out! Get your contract and deposit in as soon as possible. **If you are using a credit card, you must provide a photocopy of both sides of the credit card with your application.** If you have any questions or need additional information, please feel free to call (414) 771-4071. We look forward to having you join us for another outstanding Fall Home & Remodeling Show!

Sincerely,

2010 Fall Home & Remodeling Show Committee
Encl.