

DISTRIBUTION CHANNELS



ATTENTION ♦ Free Editorial Coverage for EXPO Exhibitors!

Dear AWMA EXPO Exhibitor:

Distribution Channels and AWMA appreciate your participation in the upcoming AWMA REAL DEAL EXPO, February 21-23, 2007. As you know, pre-show marketing is an important part of a company's trade show success. Here is another way to promote your products and/or services to buyers *before* the show begins.

As an exhibitor, you are entitled to a free listing in the *Distribution Channels* **Products at the EXPO section**. Simply complete the attached form and return it to AWMA with a photograph of the main product(s) that will be featured at your booth during the EXPO. **Be sure to include a press release, product information or brochure with your form.**

Acceptable Artwork:

- Color transparency or slide
- Black-and-white or color photograph
- Digital graphics on CD (not DVD), floppy disk or as an e-mail attachment (TIFF or JPEG at 266 dpi minimum)
- Printed brochure or product sheet (when nothing else is available)

When submitting graphics on CD or floppy disk, please include the file name and printed copy of the image. Also be sure to clearly mark the label with the company and product name, as well as the issue – “2007 Products at the EXPO” – for which the graphic is being submitted. You may also e-mail files to me at tracic@awmanet.org. Please do not send Word files with embedded photos. **When e-mailing photos, please indicate clearly in the e-mail message the issue for which the graphic is intended and be sure that the files are formatted as noted above.** This alleviates any confusion that may occur due to the large amount of submissions *Distribution Channels* receives.

DEADLINE: All completed submissions, including form, press release/product information and artwork, must be in our offices by **Friday, December 1, 2006.**

If you have any questions, please don't hesitate to call me at (301) 261-4952.

Sincerely,

Traci Carneal

Editor in Chief

Distribution Channels

Distribution Channels' EXPO Product Preview Submission Form

For the January/February 2007 AWMA REAL DEAL EXPO Issue

Your Name: _____

Company Name: _____

Exhibitor Name (if different from above): _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Booth Number: _____ E-mail: _____

Web site: _____

Please complete the following sections with as much detail as possible. Please type or print clearly, using both upper and lower case letters in sentence form-i.e., "XYZ Co. is exhibiting a large selection of gummy bears." Thank you. **Attach a press release or other relevant product information.**

Products To Be Featured ~ include product description, sizes, packaging, pricing information, etc., in a sentence format:

(You may attach a separate sheet if you need more space for your product description.)

Merchandise/Display ~ include description of display, product it holds, product count, type of store suited for, etc., in a sentence format:

Show Deals ~ please describe any special discount, giveaway or event tie-in at your booth in a sentence format:

If available, attach artwork—see accompanying letter for details.

Deadline: Friday, December 1, 2006

Return with artwork to Traci Carneal at *Distribution Channels*

2750 Prosperity Avenue, Suite 530, Fairfax, VA 22031

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