



www.apextradeshow.ca

EQUIPMENT SELLING PROGRAM

Thank you for exhibiting at ApEx, Atlantic Canada's premier foodservice and hospitality show. As part of our ongoing effort to improve your exhibiting experience, we have developed an Equipment Selling Program for equipment manufacturers, manufacturers' agents and dealers at the 2012 event. For the first time in the history of ApEx, we will provide the opportunity for attendees to purchase a wide range of products at the show. ApEx exhibitors will offer a diverse list of "Show Special Products" that will be actively promoted in advance of the event. A "Show Special" booklet will be given out at event registration to all attendees indicating the participating exhibitor's name, booth number and products they have on sale at the event. These show special products can be viewed at the exhibitor's booth and ordered directly from them. We encourage you to participate in the program in order to increase attendee interest and awareness of your company and products, and to take advantage of the opportunity to sell face-to-face at ApEx to Atlantic Canada's foodservice owners and operators.

BENEFITS

- Increased exposure for your company and products **before** ApEx
- Increased exposure for your company and products **at** ApEx
- Increased attendee traffic to your ApEx booth
- The opportunity to highlight specific products to ApEx attendees
- **Increased return on investment of exhibiting at ApEx**

PROGRAM PROCESS

- Complete the *Equipment Selling Program Exhibitor Participation Form* (below) and submit to ApEx by March 16, 2012 - Email: cheryll@mediaedge.ca or Fax: 416-512-8344, Attention: Cheryl Landy
- Equipment discounts may be offered by exhibiting manufacturers, agents, or dealers
- Equipment exhibitors may list up to a maximum of ten (10) show special products
- ApEx will inform the dealers who are exhibiting at the show of the discounts being offered by manufacturers and agents
- Orders with exhibitor discounts will be completed by exhibiting dealers

PROGRAM PROMOTION

- The ApEx website will indicate the equipment exhibitors who are offering show specials, and list the products that they are offering
- The Program and the participating equipment exhibitors will be highlighted in pre-event promotional ApEx emailers
- A "Show Special" booklet will be produced and distributed at event registration to all attendees that indicates the participating exhibitor's name, booth number and products they have on sale at the event

EQUIPMENT SELLING PROGRAM - EXHIBITOR PARTICIPATION FORM MUST BE SUBMITTED TO APEX BY MARCH 16, 2012

If you have any questions regarding the ApEx Equipment Selling Program or participating, please contact Ellen Scanlan, Show Manager - Email: escanlan@eastlink.ca or Phone: 877-755-1938 ext. 102



EQUIPMENT SELLING PROGRAM

EXHIBITOR PARTICIPATION FORM

EXHIBITOR INFORMATION

Exhibitor Company Name: _____ ApEx Booth Number: _____

Exhibitor's Equipment Contact Name: _____ We are an equipment manufacturer manufacturers' agent dealer

Contact Phone: _____ Contact Email: _____

SHOW SPECIAL PRODUCT INFORMATION

Product/Item Description	Brand	Manufacturer's Product/ Item Number	Discount Amount (\$ or %)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Submit to ApEx - Email: cheryll@mediaedge.ca or Fax: 416-512-8344 Attention: Cheryl Landy

FORM MUST BE RECEIVED BY MARCH 16, 2012

If you have any questions regarding the ApEx Equipment Selling Program or participating, please contact Ellen Scanlan, Show Manager - Email: escanlan@eastlink.ca or Phone: 877-755-1938 ext. 102