

BUYER MATCHING PROGRAM

Wouldn't you like to know in advance who is specifically coming to see and buy the type of products that you sell? You can! And, it's a FREE service for Wisconsin Restaurant Expo exhibitors.

Prior to the Expo, you'll receive a pre-registered list of attendees based on product interest. This powerful sales tool gives you complete contact information in an electronic file format, allowing you to invite those key buyers to your booth. Maximize your trade show investment by qualifying and connecting with key buyers before the Expo.

We've added additional value to the Buyer Matching Program by sending each pre-registered attendee a customized email that contains a list of exhibitors and booth numbers based on their product interest. Now, buyers come to the Expo better prepared to talk business.

CUSTOMER VIP PASSES

Invite your Customers to See You at the Expo on Wednesday for FREE!

Impress your key buyers and top prospects with FREE ADMISSION to the Expo on Wednesday. These passes are free to you and give your customers complimentary access to the Expo on Wednesday, March 14, 2012.

Receive 15 passes for each 100 square feet of exhibit space you purchase. Passes will be sent to your company's key exhibit contact approximately one month prior to the show.

PLEASE NOTE: This pass is ONLY good for Wednesday, March 14, 2012.exhibitors.



FREE EXHIBITOR SELF-PROMOTIONS

- **Wall Postings on the Expo's Facebook Page**

"Like" the Expo's Facebook page and add a wall posting about what you'll be showing and/or the specials you'll be offering at the Expo.

- **FREE Expo Graphics to Promote your Booth at the Expo**

Use our "See Us Here!" graphics (sample, right) or actual Expo photos on your website, pre-show mailers, invoices, company newsletter, or any way you contact your current and potential customers. You can view and download our selection of graphics by visiting:

<http://www.wirestaurant.org/expo/exhibit/communicate.php>

- **Add the Wisconsin Restaurant Expo to your Event Calendar**

Does your company have an event calendar on its website? Don't forget to add the Wisconsin Restaurant Expo so buyers know where they can see you. For more pizzazz, include one of our Expo logos!

