



PGA

2010 MERCHANDISE SHOW

New Product Center

Don't miss out on the New Product Center at the 2010 PGA Merchandise Show.

The New Product Center is located in a high traffic area in the apparel section and gives your product high visibility and maximum access and convenience to buyers and media. With The New Product Center's attractive design and hands-on environment, buyers stay longer and return for frequent visits.

I wish to participate in the following. Please check those that apply:

- New Product Publicity Package 1:** Package one gives exhibitors the ability to place one product in the New Product Center and be featured in the New Product Review \$500 per package
- New Product Publicity Package 2:** Includes the New Product Display, New Product Review and Featured New Products' Section on the homepage of the Show Web site \$750 per package
- New Product Publicity Package 3:** Includes the New Product Display, New Product Review, Featured New Products Section on the homepage of the Show Web site and Special New Products' Section in the Show Directory \$1000 per package

Sign up today! Complete the information below and fax back to Lisa Austin: 941-355-2070
Questions? Call Lisa at 800-477-7726 or email Laustin@reedexpo.com

NUMBER OF PRODUCTS _____ COST _____

ADVERTISER/EXHIBITOR: _____

ADDRESS: _____

BUSINESS PHONE/FAX: _____ EMAIL: _____

AUTHORIZED SIGNATURE/DATE _____

We collect this data in order to provide you with information about the PGA Merchandise Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.reedexpo.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.