

# 2011 WMTS MARKETING KIT

**FUEL YOUR FUTURE**

JUNE 14-16, 2011  
EDMONTON EXPO CENTRE  
EDMONTON, ALBERTA

[wmts.ca](http://wmts.ca)



**REACH YOUR AUDIENCE FACE-TO-FACE**

**WMTS** **WELD**  
**WESTERN MANUFACTURING TECHNOLOGY SHOW** **EXPO**  
**CANADA**

[wmts.ca](http://wmts.ca)

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# Congratulations.

## You have your booth – Now what?

What are your goals for participating in the **WMTS 2011** event?

- To introduce your products to manufacturers?
- Find new customers?
- Increase your visibility?
- Generate sales leads?
- Build your brand?
- All of the above?

Customers today have overwhelming schedules and therefore, will plan the time they spend at this event carefully. Visitors to WMTS come prepared with itineraries of exhibitors to see.

*How can you make their 'short list'?*

### PROMOTE YOUR COMPANY BEFORE THE EVENT

An effective pre-event promotion strategy provides you with increased exhibit traffic, encourage higher level attendee interest among visitors. It will raise your profile at the event and help you stand out from the crowd.

**USE US!** Take advantage of the marketing resources and tools SME has developed to get the maximum benefit for your exhibit.

We are your resource.

### Customize your strategy using multiple tactics:

- Social media
- Direct mail
- Web advertising
- Email marketing
- Print advertising
- Sponsorship opportunities
- Telemarketing

Take some time to review the opportunities available – many are included with your exhibit participation. Let us help you craft the best marketing mix to bring you the results you want.

Questions? SME is here to help.

Contact Bruce Killer, Customer Service Manager at [bkiller@sme.org](mailto:bkiller@sme.org) or by phone at 888.322.7333 ext. 230

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# Pre-Show Action Plan

Based on your goals and budget, put together a plan that incorporates a mix of media, vehicles and formats. Time your messages periodically and far enough out from the event to gain maximum impact through repeated messaging.

Here's a sample timeline with many tactics to choose from:

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Target Date	Action	Date Done
<b>Now- April 22, 2011</b>	Create your event marketing strategy	
	Prepare your marketing timeline and identify your budget	
	Identify key companies or executives to target	
	Place the WMTS <a href="#">banner ad</a> on your company Website	
	Post WMTS on your Website calendar of events—offer a link to schedule appointments at the show	
	Create company Twitter account	
	Follow <a href="#">WMTS on twitter</a> to connect with attendees before the show	
	Create news releases on what you'll feature at the event and send to <a href="#">industry media</a> and inform SME of any NEW products	
	Complete <a href="#">Event directory &amp; Web listing</a>	
	Develop a print ad for placement in <a href="#">industry publications</a> with event call-out	
	Reserve advertising space in the event directory	
	Review Sponsorship opportunities	
	Increase Your On-Line Exhibitor Directory and Interactive Floor Plan	
	Develop a mailing to the <a href="#">pre-registered attendee list</a> to get on their 'must see' exhibitors list	
<b>April 25– May 15, 2011</b>	Develop email campaign using our free X•Press Exhibitor Email service	
	Tweet newsworthy event activities and information on your exhibit at WMTS	
	Re-tweet event information from <a href="#">WMTS's Twitter page</a>	
<b>May 16 - May 27, 2011</b>	Send reminder emails with newsworthy information about your event participation to your customers and prospects	
	Mail to <a href="#">pre-registered attendee list</a>	
	Develop an electronic press kit	
	Begin a telemarketing campaign inviting your customers and prospects to see you at WMTS. Schedule onsite meetings in advance	
<b>May 23 - June 10, 2011</b>	Email your customers to register to the event and provide them with your booth number	
<b>Right after the event</b>	Contact your leads after the event	

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WMTS IS  
YOUR  
OPPORTUNITY  
TO SHINE

## Pre-show Planning

### Formulate a strategy.

As with any effective marketing strategy – keep your target audience in mind and answer a few key questions:

- Who are your target customers? What are their job titles? Industries? Technology interests?
- What are your customers' challenges? How can you address those?
- What can you deliver to customers and prospects at the show to make their visit worthwhile?
- What information can you provide to help your target customer's purchase decision? Technical specifications? Applications expertise? Case studies? Demonstrations?
- What is your product's advantage in the market? Performance? Flexibility? New technology?
- How will your event promotion strategy align with your company's marketing strategy and goals?
- What will be unique at your exhibit that can't be obtained through other means (web, brochures, etc.)

### What do you have that's new?

Over 90% of event attendees and media come to see what's new. What's the compelling new product, benefit or service that you will be featuring at the event? Emphasize this in your pre-event marketing and tell us about it!

### Set goals for your participation.

Create [SMART goals](#): specific, measurable, attainable, realistic and timely. Goals should be straightforward and emphasize what you want to happen. Below are a couple of generic examples:

- We will meet with three VP-level contacts from Company A, Company B and Company C to discuss our new products.
- We will meet with 20 representatives from companies who have never heard of our products to share our product benefits.
- We will generate 50 qualified leads that we can visit after the event from over 500 that visit the booth.
- We will obtain 25 feedback surveys from attendees who have a role in the purchasing decision at their company during our six hands-on demonstration sessions.

### During WMTS 2011

At the end of each day, review all sales leads and set actions to ensure each lead is followed up as quickly and completely as possible. Assign someone at the office to help with product information requests.



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LET US HELP  
YOU SET  
YOUR GOALS  
FOR  
SUCCESS!



# Included with your booth

## PRINT AND ONLINE DIRECTORIES

### Enhance Your Exposure to Buyers and Media!

As an exhibitor, updating your event directory and online directory listings are extremely important to the success of your event!

### Help Buyers and Media Find You at the event and Year-Round:

The online exhibitor list is available to promote your company to buyers and media. The buyers attending WMTS use this tool to plan their “must see” exhibitor list. The exhibitor list remains available nine months after the event for post show reference and follow-up. Your online listing includes:

- Company information
- New products
- Product categories
- Principals and representatives
- Company description
- Update Your Information

**X • Press Exhibitor Emails** are included with your booth and allows you to send multiple promotional email blasts before the event to your company’s customer and prospect lists. Choose from professionally designed email layouts that showcase your unique message and include information about the event. There are templates designed for increasing booth traffic, promoting products, and building brand recognition. All the templates promote attendance with event information and links to registration.

**X • Press VIP Evite** This X • Press VIP Program allows you to invite top prospects and clients to WMTS. An online administration area is given to exhibitors allowing them to track responses and acceptances from their VIPs.

These two programs are available through our registration company, CDS.

[More....](#)

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KEEPING  
YOU  
CONNECTED



# Update Your Information

[Update Your Information](#)

[See Your Current Listing](#)

## Banner Ads & Logo

Place the WMTS banner ad and logo on your Website to announce your presence at the event. The banner ad links directly to the show Website.

[Get Banner Ads and Event Logo](#)

## Exhibitor Show Tickets

Use the exhibitor show tickets, which WMTS will send to you for your customers, prospects and distributors. This customized, self mailer is an attention-getting ticket full of important information about WMTS. More importantly, your customers can use the ticket for complimentary registration and feel they are your V.I.P's. A focused mailing is an effective promotion for your company before the event.

Each exhibitor will receive 50 Event Tickets in April. *Exhibitors may request additional show tickets*

## Social Media

### Social Media

Drive attendees to your booth by using social media. Include your social media information in your email correspondence, website and other marketing communications.

Twitter is an instant message made available to the public. Use Twitter to post updates about your company, new products and industry news. You can also connect and engage with customers using Twitter.



YouTube is an inexpensive way to use video to connect with customers. Exhibitors can use YouTube during the event to capture interviews with customers, footage of your booth and the event floor.



FaceBook allows you to connect to your customers and prospects and let them know about your company, products and news.



# ADDITIONAL OPPORTUNITES

## Increase Your Online Exhibitor Directory and Interactive Floor Plan

You currently receive the basic package. This new interactive floor plan features three enhanced package options to provide your company maximum exposure.

Below is the list of features for each package. Don't miss this chance to customize your message to attendees before, during and after the show.

Contact event sales to upgrade—800.733.3976, 313.425.3000 or email

[exposales@sme.org](mailto:exposales@sme.org)

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PACKAGE FEATURES	BASIC	CLASSIC	PREMIUM	ULTRA
Company name, booth number, mailing address, active web link, phone and fax numbers	*	*	*	*
Company Logo		*	*	*
Featured exhibitor icon in exhibitor search results		*	*	*
Product category listings	*	*	*	*
Product or company description and booth highlighted with a turned-up corner on floor plans		*	*	*
You will also be given access to valuable leads generated through the MyShow agenda planner, and access to traffic activity stats.		*	*	*
Featured exhibitor Icon with preferred placement in exhibitor search results		*	*	*
Company name highlighted within product category Section		*	*	*
2 customizable interactive panels that include graphics and text			*	*
Featured icon for multimedia/presentation show features on all search results				*
3 customizable Interactive panels, 2 panels of which can be video/Multimedia Flash Presentations				*
<b>Price per package</b>	<b>Included</b>	<b>\$499</b>	<b>\$750</b>	<b>\$1800</b>

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TAKE  
ADVANTAGE  
OF SME  
RESOURCES  
TO OPTIMIZE  
YOUR  
RESULTS!



# A Great Opportunity to Shine a Light on Your Products

The power of the press is frequently overlooked by exhibitors. Trade reporters are looking for things to write about that will be of interest to their readers but only about 10% of exhibitors reach out to the media. Make sure they know about your company and your products and services with press materials before, during and after WMTS.

There are many ways to reach out to the media:

- Send press releases to [Recommended Media](#) 2-3 months *before* WMTS. Make sure the release emphasizes the *problems the product solves or how the product will benefit the user*.
- Schedule one-on-one interviews with key trade media with your top executive.
- Schedule a [Press Conference](#) during the show.

## Print Advertising

WMTS is running advertising campaigns in various media. Meet your event objectives through a strong public relations and advertising program that supports your exhibit at WMTS. [View the list of recommended publications.](#)

## Target Mailing List Rental

Target serious prospects from the continually updated SME Master file mailing list. These lists offer the ability to select by areas such as:

- Technical interest
- Job title or function
- Plant size
- Geography (state or zip code)
- Industry (SIC or NAICS codes)

Target your audience for an effective direct mail campaign. If you have any questions, need counts, or want to rent the SME Lists, contact Mary Venianakis at (800) 523-0922 or by [mvenianakis@sme.org](mailto:mvenianakis@sme.org)

# ADDITIONAL OPPORTUNITIES

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**SME is here to help.**  
**Contact us:**  
**If your company starts**  
**with**

**A-E**

Bonnie Pashley  
Direct: 416-848-1679  
[bpashley@sme.org](mailto:bpashley@sme.org)

**F-N**

Sanjay Prasad  
Direct: 416-848-1674  
[spasad@sme.org](mailto:spasad@sme.org)

**O-Z**

Eiji Mine  
Direct: 416-848-1659  
[emine@sme.org](mailto:emine@sme.org)

## DATES & TIMES:

**Tuesday, June 14**  
**10:00 am – 5:00 pm**

**Wednesday, June 15**  
**10:00 am – 6:00 pm**

**Thursday, June 16**  
**10:00 am – 4:00 pm**

## Sponsorship Opportunities

Custom sponsorships tailored to your corporate goals are available. Contact Janine Saperson, Event Manager at 888-322-7333, ext. 222 for further details or email [jsaperson@sme.org](mailto:jsaperson@sme.org).

## Pre-Registered Attendee List

Grab the attendee's attention before the event begins.

- Get a head start on your competition
- Send your product information to qualified prospects
- Get people thinking about your product before they get to WMTS

Use the [2011 Attendee Mailing List Form](#) to send an inexpensive postcard to pre-registered attendees inviting them to stop by your exhibit to see your latest products. Contact Betsy Bonnell at [bbonnell@sme.org](mailto:bbonnell@sme.org) for more information.

## Post-show Plan

When you return from the show, take time to schedule a meeting with your team to review the event.

Start by looking at your goals for WMTS. Which ones did you achieve? Which fell short? Ask each person who worked the event what worked? What didn't?

**Leads and Lessons Learned** A recent study found that on average, an astonishing 94% of leads are NOT being followed up by internal sales organizations<sup>1</sup>:

Re-qualify leads by phone - A quick post-show phone conversation will ensure that your:

- "A" leads are still eager to buy
- "B" leads have a future buying interest
- "C" leads are less interested prospects

Match interest to expense

Send requested information and a personalized cover letter to the A and B list. Send a generic "thanks for stopping by our booth" letter to your C leads.

1 source: SMM for Sales & Marketing Professionals [www.salesandmarketing.com](http://www.salesandmarketing.com)



## RECOMMENDED MEDIA

The following is a list of selected trade publications that represent technologies featured at the Western Manufacturing Technology Show. Please select the media providing the most pertinent exposure for your company and send a copy of your company's news release kit to editors and news directors three months before the desired issue date or by individual deadlines.

**(NOTE: The contact information listed below is accurate as of 11/12/10. For the best results, be sure to confirm contact information before sending out a press release.)**

### TRADE PUBLICATIONS

20/20: Canada's Industry Association Magazine  
Marie Morden  
Managing Editor  
1 Nicholas Street  
Suite 1500  
Ottawa, ON K1N 7B7  
P: 613-238-8888 x4222  
E-mail: [marie.morden@cme-mec.ca](mailto:marie.morden@cme-mec.ca)

Alberta Venture  
Ruth Kelly  
Publisher/Editor in Chief  
10259 - 105 Street  
Edmonton, AB T5J 1E3  
P: 780-990-0839 x224  
F: 780-425-4921

Canadian Industrial Equipment News (CIEN)  
Michael King  
Publisher  
12 Concorde Place  
Suite 800  
Toronto, ON M3C 4J2  
P: 416-510-5107  
F: 416-510-5140  
E-mail: [mking@cienmagazine.com](mailto:mking@cienmagazine.com)

Canadian Metalworking  
Mary Scianna-Briggs  
Editor  
1 Mount Pleasant Road  
7th Floor  
Toronto, ON M4Y 2Y5  
P: 416-764-1540  
F: 416-764-1735  
E-mail: [mary.scianna@rci.rogers.com](mailto:mary.scianna@rci.rogers.com)

Canadian Plant  
Joe Terrett  
Editor  
1 Mount Pleasant Road  
7th Floor  
Toronto, ON M4Y 2Y5  
P: 416-764-1546  
F: 416-764-1742  
E-mail: [joe.terrett@plant.rogers.com](mailto:joe.terrett@plant.rogers.com)

Canadian Process Equipment & Control News  
Robert Sommerville  
Associate Publisher  
29-588 Edward Avenue  
Richmond Hill, ON L4C9Y6  
P: 905-770-8077  
F: 905-770-8075  
E-mail: [rsommerville@cpecn.com](mailto:rsommerville@cpecn.com)

## **TRADE PUBLICATIONS**

Canadian Welding Association Journal  
Dan Tadic  
Editor  
7250 West Credit Avenue  
Mississauga, ON L5N 5N1  
P: 800-844-6790 x256  
F: 905-542-1318  
E-mail: dan.tadic@cwbgroup.org

Canadianmanufacturing.com  
Mike Ouellette  
Editor  
P: 416-764-1481  
F: 416-764-1710  
E-mail: mike.ouellette@rci.rogers.com

Design Engineering  
Mike McLeod  
Editor  
One Mount Pleasant Road  
7th Floor  
Toronto, ON M4Y 2Y5  
P: 416-764-1555  
E-mail: mike.mcleod@de.rogers.com

Design Product News  
Nigel Bishop  
Publisher  
240 Edward Street  
Aurora, ON L4G 3S9  
P: 905-713-4395  
F: 905-727-0017  
E-mail: nbishop@clbmedia.ca

Equipment Journal  
Nathan Medcalf  
Editor  
5160 Explorer Drive  
Unit 6  
Mississauga, ON L4W 4T7  
P: 416-459-5163  
F: 905-629-7988  
E-mail: editor@equipmentjournal.com

Heavy Equipment Guide  
Jamane Wong  
Managing Editor  
201 - 2323 Boundary Road  
Vancouver, BC V5M 4V8  
P: 604-291-9900  
F: 604-291-1906

Industrial Process Products & Technology  
Robert Erickson  
Editorial Director  
1011 Upper Middle Road East  
Suite 1235  
Oakville, ON L6H 5Z9  
P: 905-845-1347  
F: 905-642-1229  
E-mail: rerickson@ippt.ca

Machinery & Equipment MRO  
Bill Roebuck  
Editor  
12 Concorde Place  
Suite 800  
Toronto, ON M3C 4J2  
P: 416-510-6749  
F: 416-510-5134  
E-mail: broebuck@bizinfogroup.ca

Manufacturing Engineering  
Brian Hogan  
Editor in Chief  
One SME Drive  
Dearborn, MI 48128-2408  
P: 313-425-3252  
F: 313-425-3417  
E-mail: bhogan@sme.org

MP & P - Metalworking Production &  
Purchasing  
Rob Colman  
Editor  
240 Edward Street  
Aurora, ON L4G 3S9  
P: 905-727-0077  
F: 905-727-0017  
E-mail: rcolman@clbmedia.ca

The Oil & Gas Magazine  
Tina Olivero  
Publisher & Editor  
P.O. Box 668  
Blaketown, NL A0B 1C0  
P: 709-759-3800  
E-mail: [info@oilandgasmagazine.ca](mailto:info@oilandgasmagazine.ca)

Oil & Gas Network  
Mickey Dumont  
Editor  
840-6th Avenue S.W.  
Suite 300  
Calgary, AB T2P 3E5  
P: 403-539-1263  
F: 403-206-7753  
E-mail: [mickey@oilgas.net](mailto:mickey@oilgas.net)

Oil & Gas Product News  
Engelbert Engelbert  
President  
201-2323 Boundary Road  
Vancouver, BC V5M 4V8  
P: 604-291-9900  
F: 604-291-1906  
E-mail: [ebaum@baumpub.com](mailto:ebaum@baumpub.com)

Oilsands Review  
Deborah Jaremko  
Editor  
5735 - 7 Street N.E.  
Suite 300  
Calgary, AB T2E 8V3  
P: 403-265-3700  
F: 403-265-3706  
E-mail: [djaremko@junewarren.com](mailto:djaremko@junewarren.com)

Oilweek  
Deborah Jaremko  
Staff Writer  
5735 7th Street N.E.  
Suite 300  
Calgary, AB T2R 1M6  
P: 403-265-3700  
F: 403-266-6634  
E-mail: [djaremko@junewarren.com](mailto:djaremko@junewarren.com)

PEM: Plant Engineering and Maintenance  
Jackie Roth  
Director of Editorial & Production  
240 Edward Street  
Aurora, ON L7N 3S9  
P: 905-713-4381  
F: 905-727-0017  
E-mail: [jroth@clbmedia.ca](mailto:jroth@clbmedia.ca)

Petroleum Explorer  
Rick Charland  
Publisher  
999-8th Street Southwest  
Suite 300  
Calgary, AB T2R1N7  
P: 403-209-3500  
F: 403-245-8666  
E-mail: [rcharland@nickles.com](mailto:rcharland@nickles.com)

PROCESSWest  
Rob Petkau  
Managing Editor  
14 Covepark Crescent N.E.  
Calgary, AB T3K 5X6  
P: 403-567-7030  
E-mail: [rob@processwest.ca](mailto:rob@processwest.ca)

Report on Industry (ROI) Magazine  
James Tost  
Editor  
282 Wellington  
Sarnia, ON N7T 7H2  
P: 519-332-2255  
F: 519-332-6766  
E-mail: [jtost@roimagazine.com](mailto:jtost@roimagazine.com)

The Roughneck  
Scott Jeffrey  
Publisher And Owner  
900-6th Avenue S.W.  
5th Floor  
Calgary, AB T2P 3K2  
P: 403-263-6881  
F: 403-263-6886  
E-mail: [scott@northernstar.ab.ca](mailto:scott@northernstar.ab.ca)



Western Manufacturing Technology Show 2011

Edmonton EXPO Centre

Edmonton AB CAN

June 14-16, 2011

[www.xpressleadpro.com/attendeelist](http://www.xpressleadpro.com/attendeelist)

Use Show Code: **WMTS061**



## Western Manufacturing Technology Show 2011 2011 Attendee Mailing List Order Form

### Attendee Lists Deliver ROI

and help you achieve  
your show objectives

### Increase Booth Traffic

and create a buzz with  
pre-show invitations

### Maximize Your Reach and Sales

by contacting attendees  
before the event

**\$370 for Western Manufacturing Technology Show 2011 Pre-Registered Full or Segmented Attendee List**

Available April 21st ~ May 20th, 2011. List includes all records at time of order. One list download per company.

### Important Information:

Full or segmented list available online. By using our online system you will receive instant record counts (see Step 1 below).

Mailing list fields include First, Last, Title, Address, Registration Class, Primary Job Function, Employees at Plant, Technologies Interested In, Company's Total Budget for Technologies of Interest, Purchasing Role, Primary Type of Business and Secondary Type of Business.

### Online Ordering System Instructions:

**Step 1** – [www.xpressleadpro.com/attendeelist](http://www.xpressleadpro.com/attendeelist) (show code: **WMTS061**). Select company name and continue.

Select full pre-event attendee list, verify contact information and apply promo code. If you would like to filter based on demographics (narrow your list) you may select the demographics you are interested in and continue. Review and accept the Terms and Conditions. Select Complete Request.

After you complete the request you will receive an email with information regarding the approval process and link to download your list once you receive an approval code. **Please save this email.**

**Step 2** – Per the instructions in your email, please submit your sample mail piece to Betsy Bonnell at SME, email [bbonnell@smc.org](mailto:bbonnell@smc.org) or fax **313.425.3407**. Once approved, you'll receive an approval code.

**Step 3** – After receiving the approval code please visit the link supplied in the email from Step 1 and complete your order, and download the list as an excel file.

### Terms & Conditions

WHEREAS the Western Manufacturing Technology Show 2011 Management develops and maintains certain mailing lists (the "list" or "list(s)"), and

WHEREAS said lists constitute trade secrets of the Western Manufacturing Technology Show 2011 show, in which Western Manufacturing Technology Show 2011 show management has exclusive proprietary rights and interests, and

WHEREAS List User has agreed to rent from the Western Manufacturing Technology Show 2011 show or an authorized agent of Western Manufacturing Technology Show 2011 show the Pre-Registered Attendee Mailing list and to maintain confidentiality of same,

- 1) To maintain as strictly confidential and not in any manner directly or indirectly cause or permit any list(s) or any part thereof to be duplicated, reproduced, disclosed, transferred or retained in any form or appended for phone or fax numbers. List Renter shall instruct each of its employees and agents who has any access to any list, of its obligations under this Agreement.
- 2) No list shall be used for any purpose other than the single mailing for Western Manufacturing Technology Show 2011 booth promotion. The one-time use of the list shall be limited solely and exclusively to the specific merchandise or service approved by the Western Manufacturing Technology Show 2011 show management and described in the applicable sample mailing piece or description provided.
- 3) All lists shall be erased or otherwise destroyed immediately after such use, regardless of the form in which they are received. List Renter shall not permanently merge any list into any data base system or otherwise retain any data from any list for any purpose.
- 4) List User agrees to indemnify and make Western Manufacturing Technology Show 2011 show management whole for any violation of this Agreement by List User or any of its employees or agents. List User agrees that any violation of this Agreement cannot be adequately redressed by an award of damages, and that the Western Manufacturing Technology Show 2011 show shall be entitled to injunctive relief from such violation in addition to all other remedies available to the Western Manufacturing Technology Show 2011 show under the law. In the event of any said violation, List User agrees that it will be additionally liable to the Western Manufacturing Technology Show 2011 show for all costs and attorneys' fees incurred by the Western Manufacturing Technology Show 2011 show in seeking redress of said violation.
- 5) List Renter acknowledges reading and agreeing to be bound by the Western Manufacturing Technology Show 2011 show's Terms & Conditions stated on the Western Manufacturing Technology Show 2011 List Order Form. List Renter understands that Plant Maintenance and Design Engineering Show Lists are for one-time use only and that any unauthorized use is subject to penalties. Penalties will include the full purchase price of the mailed List, which includes the base cost and selection charges based on the total number of names on the original order, plus a flat penalty fee of \$1,000.00 for each occurrence.
- 6) All Western Manufacturing Technology Show 2011 lists are monitored for unauthorized and illegal usage. Mailers under stands that Lists contain decoy names. Mailers that reuse a Western Manufacturing Technology Show 2011 List without prior consent will be subject to penalties and may lose their right to future rentals.

**Questions?  
Please contact:**  
Nicole Clayton  
1-508-743-0162 or  
1-800-746-9734 ext.1162  
[nclayton@cdsreg.com](mailto:nclayton@cdsreg.com)