

If you are not the tradeshow contact for your company, please forward to the correct person.

Issue 1 - Thursday, May 20, 2010

# 2011 Exhibitor Update



## Download Your Exhibit Space Contract Inside The Exhibitor Resource Center (New for 2011)

Access the new [Exhibitor Resource Center](#) to download your 2011 Exhibit and Promotional Opportunities Contracts (only available this year through the Exhibitor Resource Center). To log in you will need your Show Access Code. Please note this is the same code used for The PPAI Expo 2010.

**The deadline to submit your contract for early space assignment is Tuesday, June 1, 2010.**

## Travel Information

American Airlines is offering exhibitors and attendees of The PPAI Expo 2011 a five percent discount off the lowest applicable published airfare. To make your discount reservation, please call the American Airlines Meeting Services Desk at 1-800-433-1790 from anywhere in the United States or Canada or go to [www.AA.com](http://www.AA.com) and use promotional code: **1611AA**.



## Online Exhibitor Service Manual (ESM)

Access to the ESM online opens in August 2010. The ESM contains information regarding all rules and regulations related to the show in addition to all order forms for the entire event.

## New for 2011

We are producing an Exhibitor Guide with a floor plan to be handed out onsite to all attendees in place of a full Exhibitor Directory. Attendees will be able to see your full exhibitor listings online and on their smart phones using the exclusive interactive tool, Expo PlanIt. This will allow each attendee to create their own personal Expo experience. Advertising is available in this new Exhibitor Guide. Space is limited. Contact your sales representative today for details.

**@PPAIExpo**

Keep up with breaking news, deadlines and tips for tradeshow success.



## Additional Exposure Opportunities

Want to know how to increase your exposure in 2011? Contact your Exhibit Sales Representative to talk about how you can gain more exposure pre-show and onsite at The PPAI Expo 2011.

Companies A-O	Joel Baker	<a href="mailto:JoelB@ppai.org">JoelB@ppai.org</a>	972-258-3021
Companies P-Z	Lucie Fralicks	<a href="mailto:LucieF@ppai.org">LucieF@ppai.org</a>	972-258-3029
Advertising	Jackie McGinnis	<a href="mailto:JackieM@ppai.org">JackieM@ppai.org</a>	972-258-3079

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