



**Ref: 4WD Spectacular and Outdoor Recreation Show
11th and 12th February 2012**

Dear «First»,

The Combined ACT Clubs 4WD Promotions organising committee would like to thank you for exhibiting at the 2012 4WD Spectacular and Outdoor Recreation Show being held on the 11th and 12th February 2012 at Queanbeyan Showground.

As in 2010, the Show will provide a unique opportunity for your business to showcase your products and services to a large market in the ACT and Southern Highlands of NSW. As we approach the end of 2011 we are ramping up to promote the show in our region. We have distributed 200 wheel covers and over 2000 flyers to businesses and club members and are putting together an extensive local advertising program including newspaper, radio and television. I have bookings for 140 sites to date.

Due to the early nature of our show in 2012 I need to ask you to complete forms and provide me with information that can be used to help promote you and your business. In 2012 we are offering a \$1000 exhibitor door prize, to be drawn at the Saturday night dinner, if you are there, and are eligible by completing all requirements prior to the 16th December deadline.

These requirements are:

1. Completed contract
2. Supplied Copy of Public Liability Insurance
3. Provided words for the website and any radio promotion we carry out.
4. Pay in full
5. Complete power and extra ticket requirements
6. Provide a list of staff names, if known, for your exhibitor badges.

Please find included in this package relevant information, statements and forms to be completed for the show. We are offering exhibitors the opportunity to have extra promotion through the Canberra and regional radio stations by donating prizes to be offered to clients who satisfy the radio show promotion. The exhibitor will be promoted as the section sponsor. All prizes will be collected from the exhibitor stand during the show. The prize will include a free entry ticket. For larger value prizes we are happy to have discussions with exhibitors about developing a bigger promotion strategy. Other promotional and sponsorship opportunities are available such as demonstrations, trailers on the test track etc by contacting me direct.

With Thanks

Yours Sincerely
Greg Ebeling
Exhibitor Manager
0409 462 482