



# Canadian Rental Association BC Regional Trade Show 2017

## Give attendees additional reasons to visit your booth – a Show-Only Special is a big draw!

According to the attendees of our trade shows, Show-Only Specials are considered extremely influential in their purchase decisions.

What are Show-Only Specials?

- Prize drawings or giveaways
- Or any other creative idea you have!

The main stipulation is that the special be available only to those attending the CRA Regional Trade Show in which you are exhibiting.

When you decide to offer a Show-Only Special for a CRA Show, we will support your program participation extensively before and during the show.

- Identification will be provided at your booth on the show floor
- Participating companies will be identified on our website, in the January edition of the CRA national newsletter, and in printed handouts at the show
- The deadline to be included in the January newsletter is **Friday December 16<sup>th</sup>, 2016**
- The deadline to be included on the printed handout at each show will be **30 days prior** to the show: **December 20, 2016.**

\_\_\_ Yes, my company will offer a Show-Only Special available **only** to show attendees.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CRA does not require details regarding your special.**

Please return this form by fax to 905-643-3999 or email to [BCshow@crarental.org](mailto:BCshow@crarental.org)