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September 1, 2011

Dear Chamber Members,

I am honored to serve as chair of the 2011 PRCC Trade Fair & Culinary Showcase on September 26<sup>th</sup> at the Westin Hotel in the Forrestal Village. Please join me at the 30<sup>th</sup> anniversary of this event.

While advertising and marketing budgets are tight, your trade show committee is diligently working to make this event a true value for all participants and an event not to be missed by the business community. The more buzz and interest you can create about the show; the more qualified visitors we will attract.

This year's event includes:

- **Existing Exhibitor Referral Discount:** To celebrate our 30<sup>th</sup> year, we have offered a 30% discount (\$150) to our existing exhibitors for a referral of a new exhibitor.
- **Exhibitor Assistance:** A "Booth Camp" workshop will be offered to all Chamber members to provide tips and ideas on how to maximize your marketing efforts. Mark your calendar for September 8<sup>th</sup> at 5 pm for this informative evening at FASTSIGNS of Lawrenceville's showroom.
- **Exhibitor Introductions.** Meet and Greet session with Purchasing Managers from our region before the show.
- **Exciting NEW Exhibitor Floor Layout:** An all new Business to Business Solutions Area. The setup for this area will be an open floor plan which we expect to be more conducive to networking in a business to business environment. Space is limited, so if you think this would benefit you, please register soon and request to be an exhibitor in the Business to Business Solutions Area.

By the end of August we hope to have a full house of exhibitors, including you!

Following Labor Day the Trade Fair Committee will focus their attention on attracting qualified decision makers in our marketplace to attend the show.

Chamber Members can be an active part of this process. As an exhibitor, who would you like to have at the show? Invite them. We will be providing exhibitors with a sample letter that you can use as an email or written correspondence as your personal invitation. Let's all work together to bring qualified decision makers to the show!

Take a moment to register now! I look forward to exhibiting with you at the Fair!

<http://www.princetontradefair.com>

Sincerely,  
Joan Belmont  
Chair, Trade Fair & Culinary Showcase Committee  
Owner, FASTSIGNS of Lawrenceville