



OCT 6 & 7, 2010 • CHICAGO, IL

FEATURED EXHIBITOR PROGRAM



PLEASE CONTACT SCOTT EASTON AT (847) 675-7400 ext. 119 FOR COMPLETE PROGRAM DETAILS AND OFFICIAL INSTRUCTIONS. THEN ANSWER THE QUESTIONS BELOW. PLEASE ATTACH ADDITIONAL PAGES AS NECESSARY.

Company Name _____
Address _____
City _____ State _____ Zip _____
Website _____
Contact Name _____
Title _____
Phone Number _____
Email Address _____

APPLICATION DEADLINE 8/23/2010
JUDGING DATE 9/09/2010

Booth Size at Expo [] 10' by 20' [] 10' by 30' [] 20' by 20' [] Larger than 20' by 20'

Company Description _____

Industry(ies) Served _____

Name of Product or Service Featured at Expo _____

Description of Featured Product or Service _____



What does your product or service do differently than others? _____

How will your product or service change or enhance the way brands market to shoppers in-store?

Submission Checklist

- Completed Submission Form
- 5- to 7-minute Multimedia Presentation (video or Powerpoint) that answers the questions above. Upload to <http://dropbox.yousendit.com/instoremarketer> (If you need assistance recording your presentation, contact Maureen Macke at (847) 675-7400 x127 to schedule a time to record your story using WebEx online presentation tools.)
- Submission Fee (\$250 non-refundable) – Chosen entries will be invoiced the additional \$1250 and asked to complete the next steps listed below

If you are chosen as a Featured Exhibitor, you will be asked to complete these steps:

- Description or illustration of your booth space explaining how you plan to showcase your product
- Names and titles of senior level executives on site at the Expo who will meet with interested attendees

1. _____
2. _____

Please fax this submission form to: In-Store Marketing Institute, (847) 675-7494.
Please visit www.ShopperMarketExpo.com/featuredexhibitor to upload your multimedia presentation.
Contact Scott Easton at (847) 675-7400 ext. 119 with questions.