

JANUARY 2010 AETA MANNEQUIN PAGEANT

AETA International: January 30- 31, February 1, 2010



It's time to plan your mannequins for the upcoming pageant.

DRESS TO IMPRESS: Bring Your Products to Life and Make an Immediate Impression

WHY ENTER THE PAGEANT?

For exhibitors, the AETA Mannequin Pageant will promote your product and your exhibit to all buyers before they begin shopping each day. While all pageant participants will benefit, the winners of both the traditional and non-traditional categories will win free use of a mannequin for the next AETA International. The pageant allows you to get noticed with some really creative ideas for new and unique outfits.

WHAT'S NEW?

IMPROVED LOCATION

The Mannequin Pageant entries will now be displayed in the hallway preceding the exhibit hall entrance. This guarantees promotional exposure to all buyers entering the hall as they walk through the runway of mannequins.

MORE MALES!

We are expanding the number of male mannequins to allow more exhibitors to take advantage of this opportunity



SPECIFICS



The Pageant is open to all exhibitors. Those that do not offer apparel can enter the Non-Traditional category and creatively dress their mannequin to promote their product. (see Willie Bakery at left).

All signage, including company name and booth number, is provided for mannequins entered in the pageant, as well as an informational template displayed adjacent to your entry to drive buyers to your booth.

ORDER NOW!

Order on line: <http://aeta.us/mannequins.htm> where you can order direct with a credit card or print an order form. Or for more information, contact Karen at Saddlers Row KarenQ@saddlersrow.com or by phone (847)-776-6700.

AETA members receive a discount on the rental of their mannequins; a savings of \$50 per mannequin. Add that to the other benefits that AETA members receive – why not join today?



AETA Mannequin Pageant Order Form

For AETA International: January 30 - February 1, 2010

AETA's Mannequin Pageant provides exhibitors with a unique way to get noticed and generate excitement for your stand.

All mannequins will now be displayed runway style in the exhibit hall foyer so your mannequin entry will be seen by all show attendees.

Reservations and payments due by January 8, 2010

EARLY BIRD DISCOUNT

Reserve and remit payment by December 4, 2009 to save \$25 on each mannequin!!!

Rental Fee covers all three days - take advantage of early bird discounts

Member Rate: \$100. for each mannequin (before \$25 Early Bird Discount)

Non-member Rate: \$150. for each mannequin (before \$25 Early Bird Discount)

Please note: Only mannequins reserved for use in the AETA Mannequin Fashion Pageant are eligible for the contest; Mannequins may be rented for exhibit or booth display.

Contest winners will be awarded one free mannequin for August 2010.

Company Name: _____
Contact person: _____
Phone: _____ Email: _____
Address: _____
City: _____ State: _____ Zip: _____

Booth Number: _____ AETA Member: Yes ___ No ___
Number of Female Mannequins: _____ (To join online - www.AETA.us)
Number of Male Mannequins: _____ (limited number of males available, first-come, first serve)

If credit card information or a check does not accompany your reservation form, the AETA Office will invoice you for the mannequin rental fee.

MC _____ VISA _____ AMEX _____ Discover _____
Card #: _____ Exp. Date: _____
Name on card: _____ CVV: _____

Please provide billing address for card if different than above:

Address: _____
City: _____ State: _____ Zip: _____

All reserved mannequins will be delivered, ready for dressing on Thursday, January 28th.

*AETA will provide pageant participants with signage identifying their company and booth number. AETA also will provide a template for product detail signage.

Mannequins can be entered in either of the following contest categories:

- 1.) *Traditional dressing in equestrian clothing*
- 2.) *Non-traditional novelty dressing*

Please contact us with your questions. Note our new contact information
AETA Office Phone: 610-444-2025 FAX 610-444-2027 or Email: info@aeta.us