



EARLY BUYER INCENTIVE PROGRAM

at the

August 2009 AETA International
Greater Philadelphia Expo Center, Oaks, PA

TRADE FAIR SURVIVAL BAGS PROVEN TO GET THEM TO THE SHOW

AND BUYING EARLY! *Get ahead of the "pack" with this special marketing opportunity*

On Saturday and Sunday, the first 100 buyers to arrive at the Trade Fair (or to attend the Sunday seminar), and the first 50 to arrive on Monday, will be rewarded with an AETA tote full of useful and attractive items donated by our August 09 AETA International exhibitors.

RAISE YOUR VISIBILITY AT THE TRADE FAIR *All exhibitors are eligible to participate*

1. To include something in the much sought after, limited quantity totes, an initial donation must have a minimum wholesale value of \$50. This donation can be 50 or more smaller value items (ex. key chains, pens, cooler bag, mugs, hand wipes, water, candy), or several larger value items (ex. saddle pads, helmet, apparel) as long as the value is at least \$50 wholesale. *Use your imagination in helping us drive traffic to your exhibit!*
2. *When may a promo be included in the bags?* Once you've met criteria #1 – a \$50.00 wholesale donation – you may include a discount certificate or a promotional flyer (max. 8.5" x 11" single sheet) for your company

What does AETA Need?

1. Small value items to fill 250 bags in multiples of 50: We encourage you to attach a business card to each item if not imprinted with company name or logo.
2. Enough higher value items so that each promotional bag will include one: From the information on your donation form, AETA will create 4" x 6" prize voucher for each item donated with your company name and booth number. This will direct retailers to your stand to redeem the voucher.

How will AETA acknowledge you? On the AETA web site, in the AETA E-newsletter, on logo signage at the show entrance, in pre and post show publicity, and on a donor contact sheet placed in each bag & available to all at the trade fair

AETA Sweetens the Deal

All recipients will find a chance to win one of our fabulous raffle prizes in their bags. Drawings are held at the AETA bi-annual meeting and reception on Saturday evening; at the Sunday evening Market Party; and for the Grand Prize, on Monday afternoon at the trade fair.

DEADLINE TO PARTICIPATE: Submit pledge form & logo by JULY 24TH, 2009 to the AETA Office. SIGN UP 24/7 at

http://www.aeta.us/survival_bag_donation_form-8-09.pdf

Contributions must be delivered to our team of volunteers at the Greater Philadelphia Expo Center by noon, Friday, August 14th, 2009.

If you anticipate difficulty meeting this deadline, please contact our Survival Bag Program Chair, Carla Perri, at 610/255-4199 x101

American Equestrian Trade Association

UNITING EQUESTRIAN TRADE

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