



TradeSho Booth
OCTOBER 22 & 23, 2011

The Unrivaled Amigo Airsho... El Paso's largest spectator event!
FEATURING THE US Navy Blue Angels

A venue that draws crowds - big crowds!

- Large numbers of demographically attractive consumers come to the Airsho and stay for an extended afternoon. Last year 75,000 attended El Paso's premier family event, this year we are projecting an attendance of 95,000!
- Reach our captive audience with **your** marketing message
- Your customers and potential customers are exposed to **your** marketing message for an extended period of time

World-class entertainment in a festival environment that provides YOU with:

- Unmatched density of exposure
- Intense fan loyalty
- Ideal consumer demographics
- Unparalleled sampling, couponing and product give-away opportunities
- Partnerships between non-competing products and services
- One-of-a kind VIP hospitality

Exhibit Booth Space

- One 10' x 10' tent, 1 table and 2 chairs. Your area can be used to distribute promotional materials, develop a database, membership drive, or product sampling. Approval of sampling must be agreed between the exhibitor and Airsho organizer prior to submitting agreement. Selling of items is NOT allowed. If additional space is needed, the price may be negotiated with Airsho Office depending on amount of real estate requested.
- Roving Security 24/7
- Set-up beginning as early as Wednesday prior to Airsho weekend at 2 – 5 pm
- Takedown Sunday after 6:00 p.m. (strictly enforced)

Tickets & Support Passes

- One Temporary Support passes (vehicle) – Once set up, vehicle must return to the Vendor lot to remain throughout operating hours of Airsho.
- Four Worker passes per day

Marketing

- Inclusion in Souvenir Program (not guaranteed after Sept. 1st)
- Inclusion in Newspaper tabloids (El Paso, Chihuahua & Regional)
- Announcements during both days of the Airsho

Partnership Investment

- \$1500.00 due and payable no later than Aug. 15th. No agreements will be honored after Sept. 15th.

Date: _____

Name (please print)

Authorized Agent Signature

Amigo Airsho

Company Name _____

Contact Name _____

E-mail address _____

Address _____

City/State/Zip _____

Phone _____