



TradeSho Booth Agreement  
**OCTOBER 16 & 17, 2010**

**The Unrivaled Amigo Airsho...El Paso's largest spectator event!**  
**FEATURING THE USAF THUNDERBIRDS**

**A venue that draws crowds - big crowds!**

- ➔ Large number of demographically attractive consumers come to the Airsho and stay for an extended afternoon. Last year 55,000 attended El Paso's premier family event
- ➔ Reach our captive audience w/ **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.)

-Roving Security

-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)
- ❖ One Display pass (vehicle)
- ❖ 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

109 N. Oregon, Ste. 1112  
El Paso, TX 79901  
915-562-6446  
915-562-3910 (fax)

## Partnership Investment

- ❖ \$1,500 due and payable at execution of agreement. No agreements will be honored after Sept. 1st.

Date: \_\_\_\_\_

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Authorized Agent Signature

\_\_\_\_\_  
Terrie Todd, Executive Director  
Amigo Airsho

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

e-mail address \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_



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