



RACE FOR PRIZES

Build more traffic at your booth!
Attendee Traffic Building Game

Deadline: September 30

AASL is holding a booth traffic building game called “Race for Prizes” during the 14th National Conference & Exhibition, November 5-8, 2009 in Charlotte, NC. This is another fun way to attract attendees to the exhibit floor and more importantly, to your booth!

Each attendee will receive a “Race Card” with their registration credentials. Then, an attendee must stop by each participating exhibitor booth to receive a stamp on his or her Race Card. The attendee must complete the entire race card in order to be eligible for the prize drawing that will be held on the final day of exhibits. Attendees must be present at the prize drawing to win.

The “Race for Prizes” sponsorship fee is **\$500** and availability is limited. Participating companies will be accepted on a first-come, first-served basis. Please complete this form and fax it back today! We hope you’ll join in to help build more traffic at your booth!

Full payment **by check** is due with application by **Wednesday, September 30, 2009**
Mail completed form with check payment to:

Jordan Mack
AASL
50 E. Huron St.
Chicago, IL 60611

Contact: _____ Booth Number: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

- Enclosed is my check in the amount of \$500

Questions? Contact Brenda Dreier, 312.280.1393 or bdreier@ala.org