



RDH UNDER ONE ROOF DOOR PRIZE FACTS

RDH Under One Roof Door Prize Facts

Open to all Exhibitors. A prize giveaway is required for participation.

We encourage interaction between conference attendees and exhibitors because we want you to have the best return on your investment. Our goal is for every attendee to visit every exhibitor booth to receive information about your products and services. Through this new Under One Roof Door Prize Facts, we will help drive attendees to your booth to find out more about you and the products and services you provide.

To accomplish this, we are asking for all exhibitors to give us a **fun fact about what you will be promoting at your booth at RDH Under One Roof (please limit to 1 sentence)**. We will then use this information to create a card with your booth number and fun fact to be distributed to each attendee to guide them to your booth.

There will be a perforated edge on the bottom of the card. Attendees will fill out their information and drop it at the PennWell booth where they will have a chance to win the prizes brought by YOU (the exhibitor) throughout drawings during the receptions and lunches on the exhibit hall floor.

Please let us know if you want to participate in this program by completing and returning the **Door Prize Facts Form** by **Friday, June 4, 2010**, so we may create the card. You may give away something as simple as a product, a product basket, or gift certificates to a favorite store. Please remember whatever you give away, the recipient has to take home in his/her suitcase, or you will need to make arrangements to ship the prize to the recipient.

Please bring your prize with you to RDH Under One Roof and keep it at your booth until an RDH Under One Roof staff member comes to retrieve it when it is time for your company's giveaway.

Examples of previous prizes:

- Bath and Body Works Gift Certificate
- Nordstroms Gift Certificate
- Amazon Gift Certificate
- Ipod
- Deluxe Spa Basket
- Tiffany's Silver Bracelet
- Digital Camera

Examples of Fun Fact:

- COME CHECK OUT OUR NEW TOOTHPASTE – FREE SAMPLE! (your company and booth # will be listed below)
- DON'T FORGET TO PICK UP A COPY OF RDH MAGAZINE!



DOOR PRIZE FORM

RDH UNDER ONE ROOF DOOR PRIZE FACTS is a great interactive marketing tool at the show for the exhibiting company and the attendee to encourage dialogue about products. This opportunity is open to all exhibitors. A prize giveaway is required for participation.

Exhibitors are asked to submit a **fun fact or product about what you will be promoting at your booth at RDH Under One Roof (please limit to 1 sentence)** by **June 4, 2010**, for development of the card. Each attendee will receive a card in the show bag. This will help guide each attendee through the exhibit hall. Attendees will submit the perforated part of the card for a chance to win prizes from the participating companies through drawings. Drawings will be held at the receptions and lunches on the exhibit hall floor.

Please bring your prize(s) with you to RDH Under One Roof and keep it at your booth until an RDH Under One Roof staff members comes to retrieve it when it is time for your company's giveaway.

Sponsoring Company: _____

Company Contact: _____

FUN FACT:

Prize Giveaway (required for participation)

Please complete form and submit by mail or fax by June 4, 2010 to:

Emily Gotwals • PennWell Corporation • 1421 S. Sheridan • Tulsa, OK 74112

Fax: 918-831-9729 • Email: emilyg@pennwell.com