



New for 2009:

**FREE Online Marketing Tools for Your Company
to Invite Customers and Increase and Track ROI**

**Attention Electric West and
Power Quality & Reliability Exhibitors...**

**The Electric West and Power Quality & Reliability events are presenting to you easy
and FREE online marketing tools to promote your participation
and help you increase your ROI for the show.**

With use of **Electric West and Power Quality & Reliability Exhibit Hall Online marketing tools**, you can invite your best customers & prospects to start generating qualified leads BEFORE you get to Vegas with:

- ▶ **A unique Exhibit Hall VIP Ticket Tracking Code:** When used, this code will help you to *HIGHLIGHT YOUR COMPANY NAME on electronic VIP Tickets and Emails* in advance.
- ▶ An 'easy to use' **System that TRACKS WHO'S COMING** so you can set up appointments pre-show.*
- ▶ A way to **VIEW YOUR RESULTS PRE- AND POST-SHOW, and ACCESS YOUR LIST OF CONTACTS** with the click of a mouse.*

**Please note: You must create your unique code to take advantage of the above tools.*

Easy and FREE Marketing Tactics that You Can Utilize:

- ▶ You can **distribute your unique Exhibit Hall VIP Ticket Tracking Code** to your clients for online registration.
- ▶ You can send **a personal Email Invitation to your customers** by following the INVITE A CUSTOMER link.
- ▶ You can **invite a group of customers by posting your unique REGISTRATION LINK into your own broadcast email**. We have even provided sample EMAIL TEXT to use in your message.

Where Can These Great Features Be Found and Used?

They can be found at: <https://www.xpressreg.net/register/elwe039/exhibitor/login.asp>

To access the system, you'll need to select your company name from the dropdown box and enter the password provided to you via email by [Sandra Nordholm](#).

Save postage by inviting your customers through the electronic methods we're offering you. You can invite as many customers as you wish and there's no cost to you to send these invitations out.

Want to send a printed VIP Ticket via mail to your customers, too? See VIP Ticket Order Form.