



March 18-20, 2009 • Las Vegas Convention Center • Las Vegas, NV

URGENT: ACT NOW for Your Printed VIP Tickets for mailing...Deadline is January 5, 2009!

**Would rather save the postage and send invitations electronically?
Contact [Tracey Peden](#) at 203-358-3704 or [Laura DePaoli](#) at 203-358-4113 and they'll show you how.**

Printed Exhibit Hall VIP Ticket Order Form

Orders of 500 or more are imprinted with Company Name and VIP Ticket Tracking Code for FREE.

VIP Tickets allow you to provide the buyers you most want to meet FREE Exhibit Hall admission — **a \$35 savings.**

VIP Tickets are proven to be one of the most easiest and effective ways to increase booth traffic and an effective VIP Ticket campaign (through email or mailing) is a crucial step to exceeding your goals at Electric West.

Research conducted by the **Center for Exhibition Industry Research** confirms that exhibitors who send VIP Tickets attract better, more qualified traffic at their booths than those who don't.

And, invitations like **VIP Tickets from exhibitors rank as the number one incentive for tradeshow attendance.**

Here's how to obtain your printed VIP Tickets:

Fill out and return this order form and tell us how many Tickets you need. Please note:

- All orders of 500 or more will be imprinted with your Company Name and Tracking Code **free of charge.**
- **No matter what quantity you order**, there is no charge to you for VIP Tickets
- **If you are ordering 500 or more VIP Tickets, you must order by January 5, 2009***, in order to have your Company Name and Tracking Code imprinted. **Tickets may be ordered after January 5, 2009, but cannot be imprinted.**

Yes! I want to maximize my booth traffic at **Electric West** with the use of VIP Tickets!

Quantity Requested _____ (Minimum 25). Date Ordered _____

Ship Tickets to: (please type or print clearly)

COMPANY _____

BOOTH # _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

CONTACT to Receive Tickets _____

CONTACT'S E-MAIL ADDRESS _____

For orders of 500 or more: List Company Name exactly as it should appear on your VIP Tickets. Use one line for each letter, skip one line for each space. Tracking codes will only be imprinted if you registered your Tracking Code by 1/5/2009.

**DEADLINE for Imprinted VIP Tickets: January 5, 2009. Fax or email: Laura DePaoli, Electric West
FAX: 913-514-6819, Email: laura.depaoli@penton.com**