

# **Exhibitor Exclamation!**

## **Sunday Promotion on the Show Floor**

PNBA Tradeshow, Oct. 2, Tacoma, WA

PNBA is once again sponsoring a show floor raffle on the final day exhibits, Sunday, Oct. 2. There is no requirement to participate—there is also **no fee**. We expect all exhibitors on the second day will benefit from the increased traffic that the promotion inspires.

Participating exhibitors must notify PNBA by FRIDAY, JULY 29 of exactly what they intend to offer as a prize so we can advertise the event and premiums to our bookseller members in the show program and pre-show newsletters.

Prizes can include anything that might attract booksellers to your exhibit—signed books, display copies and materials, book bags, special memberships or terms—whatever you want to give away.

PNBA will provide each participating exhibitor with a small “bucket” into which visitors to your table or booth can drop a business card or special raffle ticket, provided by PNBA.

Just prior to the start of the “Hold On, I’m Coming” author lunch, PNBA crew will collect the buckets, draw one name from each, and announce the prize winners, who will then return to sponsoring exhibits to collect prizes.

That’s it! The only cost to participating exhibitors is the value of any prize you choose to donate.

PNBA staff will then throw all of the remaining, undrawn tickets and business cards into one large container and following the lunch event will draw two Grand Prize winners, one for full reimbursement for all costs to attend the current show, the other for a full scholarship to attend next year’s show.

### **Winners must be present to win.**

And that’s the hook. The Exhibitor Exclamation promotion keeps booksellers on the show floor, right where you want them, as the show winds down.

For additional incentive and convenience, PNBA will subsidize a box lunch Sunday on the show floor, which will be sold, in advance, for \$20 per person. Exhibitors are welcome to take advantage of this deal. To order a lunch ticket, just mark it on your show registration form and add the ticket price to your total.

We hope you’re up for the whole package!