

WHY WAIT UNTIL THE DOORS OPEN AT INDY TO MARKET YOURSELF TO ATTENDEES?

**THEY'RE ALREADY ONLINE,
WHY AREN'T YOU!**

81% of attendees purchased products from companies they added to their **MYS** Planner*

CONNECT WITH BUYERS ON DEALER EXPO'S® INTERACTIVE FLOOR PLAN, **MAP YOUR SHOW!****

- 15,178 Unique Visitors to Map Your Show
- 34,245 Visits to the floor plan
- 31,776 Visits to the floor plan before the show
- 71,218 Visits to Exhibitor Listings
- 45,422 Exhibitors added to agendas
- 32,023 Leads generated

EXHIBITORS WHO PROMOTED THEMSELVES ON **MYS RECEIVED:**

95% more attendees viewing those exhibitor booths on the floor plan

32% more attendees adding those exhibitors to their agendas

*MYS Post Event Survey, 3/09

** Map Your Show Statistical Data, July 2008 to February 2009

***Exhibitor agrees to 15% over-delivery for "spoilage."



**SIGN ON BEFORE
OCTOBER 1ST AND QUALIFY FOR
15% EARLY BIRD DISCOUNT!**

DEALEREXPO.COM

FIRST GEAR - Free Listing

YOUR PRESENCE ON THE INTERACTIVE FLOOR PLANS COMES WITH:

- Company Name
- Address
- Phone number
- Fax
- Booth number
- Toll Free number



THIRD GEAR - \$700

YOUR PRESENCE ON THE INTERACTIVE FLOOR PLANS COMES WITH:

- Company Name
- Address
- Phone number
- Fax
- Booth number
- Toll Free number
- Logo
- Link to your website
- Email
- Access to statistical data
- Interactive Panel with graphics and text
- Press Releases



SECOND GEAR - \$400

YOUR PRESENCE ON THE INTERACTIVE FLOOR PLANS COMES WITH:

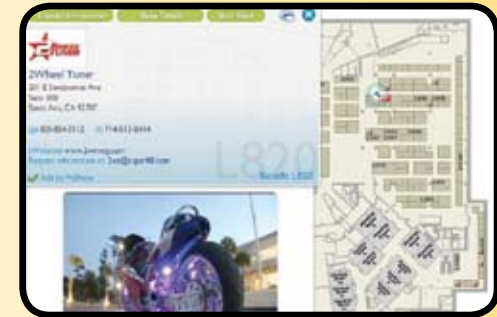
- Company Name
- Address
- Phone number
- Fax
- Booth number
- Toll Free number
- Logo
- Link to your website
- Email
- Access to statistical data
- Press Releases



FOURTH GEAR - \$1,200

YOUR PRESENCE ON THE INTERACTIVE FLOOR PLANS COMES WITH:

- Company Name
- Address
- Phone number
- Fax
- Booth number
- Toll Free number
- Logo
- Link to your website
- Email
- Access to statistical data
- Interactive Panel with graphics and text
- Video spotlight
- Press Releases



LOG INTO THE EXHIBITOR EXTRANET OFTEN TO MAKE APPOINTMENTS WITH HIGHLY VALUED, PRE-QUALIFIED BUYERS.

ARE YOU A RENEWING MY ADVERTISER?

Renew by July 31st and receive rate protection at 2009 rates!



SPACE RESERVATION DATES	FIRST GEAR	SECOND GEAR	THIRD GEAR	FOURTH GEAR
15% Early Bird Discount Prior to October 1st	FREE	\$348	\$595	\$1,020
Signed Insertion Between October 1st and December 15th	FREE	\$400	\$700	\$1,200

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