

## Free Ticket Letter & Promo Code Instructions

We offer all exhibitors three (3) different ticket programs at no additional cost

1. Comp Tickets
2. Free Ticket Letter
3. Promo Codes

Regular admission to the show is \$11 so the value you can provide your customers with these programs is substantial. We urge you to take advantage of these free programs and make the most of your participation in the show.

\*Staff working the show will be provided with exhibitor badges.

### Comp Tickets:

Each exhibitor will receive a quantity of 25 complimentary tickets. Please free to distribute these tickets as you see fit. Comp tickets are great for family and friends.

### Free Ticket Letter:

This program allows you to provide free admission to vendors, clients, customers, etc. This program is offered to exhibitors at no-cost and no-limits are placed on the number of guests you invite. However, you **MUST** follow the instructions below.

#### Here's how it works:

Go online to SaltLakeTribuneHomeShow.com, click on the bottom of the page and click "Exhibitor Kit". Under Exhibitor Kit you will see links, click on the one that reads "Free Ticket Letter Sample." You will need to fill in all the highlighted areas with your company information & logo. You mail a personalized letter to whomever you choose. Your guests redeem your letter at the show for 2 free entrees. (Regular admission is \$11/adult. **That's a \$22 savings you can provide for each letter you mail!**)

### Rules:

- Don't send the attached template as-is. It needs your customer and company information inserted.
- You must follow the attached template. Replace the highlighted areas with your information.
- You may shift graphics to fit your letterhead as needed. Any deviations from the text must be approved.
- You must address each letter to an individual recipient. No duplicates or photocopies. **It is NOT acceptable to distribute a generic letter or a letter with 'fill this out' instructions. Such letters will NOT be accepted.** Search your word processor help for 'mail merge' to quickly create individual letters from a list. This program is for postal distribution on printed paper only (your letterhead.) **It is NOT to be distributed by email.** (If you would like to send something via email-please review the PROMO code program below.)

### Promo Codes

We can supply a special promo code, with which you can offer your guests \$3 off the regular \$11 admission for tickets. i.e. "Save \$3 on admission to the home show, courtesy of Joe's Shop. Buy tickets at SaltLaketribuneHomeShow.com and use promo code: "JOE"

### Promo Codes are great if you:

- have an email list
- have a newsletter
- have a website
- have a blog
- run newspaper ads
- have a mass marketing piece like a postcard that you would like to offer something of value to

**Discount Rebate Program:** Want to earn some cash back? Call your sales rep today to find out how!

If you would like a promo code setup, please contact LupeM@mpeshows.com or 801.456.7487