

# TAKE THE NEXT STEP

## Become an All-Star Partner

2010 ICCFA ANNUAL CONVENTION & EXPOSITION

HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX • MARCH 10-13, 2010

### NEW FOR 2010: SUPPLIER REWARDS PROGRAM

*Earn points toward your booth selection  
and earn a discount!*

The more attendees we have at the ICCFA 2010 Convention & Expo, the more you'll benefit as an exhibitor!

During conversations with your customers, you have an opportunity to talk to them about the ICCFA Annual Convention & Expo experience. Many of you do this on an informal basis, and we appreciate it. Now... we want to reward you for it!

**For every new attendee\* you refer,  
you'll receive 1 POINT toward next  
year's booth point total**

(or 2012 if you can't exhibit in 2011)

**—AND—**

**For every FIVE new attendees you  
refer, you'll receive a \$100 DISCOUNT  
on next year's booth.**

(or 2012 if you can't exhibit in 2011)

Program and registration materials will be available in October.

Please contact ICCFA for a packet of registration materials, or simply refer your customers to our online registration page at [www.iccfaconvention.com](http://www.iccfaconvention.com). Make sure they write your company's name in the field: **"I was referred by this supplier."**

\* "New attendee" defined as a full registrant who has not attended an ICCFA Convention since 2002

### THE BOOTH POINTS SYSTEM

Booth assignments are made based on the number of points a company (whose form is received by the deadline) has accumulated, giving first preference to companies with the greatest number of points.

#### POINTS EARNED FOR EXHIBITING

- First booth rented per year 5 points
- Each additional booth per year 1 point

#### POINTS EARNED FOR ADVERTISING

- ICCFA Magazine
  - Ads larger than 1/2 page 2 points
  - Ads 1/2 page or smaller 1 point
- Buyer's Guide & Membership Directory: 1 point per each ad

#### POINTS EARNED THROUGH SPONSORSHIP

- 1/2 point per \$1,000 in sponsorship

For complete cumulative point system details, see page 9 in the 2010 Prospectus.

### EARN MORE POINTS BY BECOMING A SPONSOR!

Put your company in the spotlight as an Annual Convention & Exposition sponsor. Sponsorships are available at a wide range of levels. Sponsors will be recognized:

- in the Convention onsite program
- on signage
- in the March/April Onsite Convention Issue of *ICCFA Magazine*

- on staging screens
- in announcements made from the podium
- and more!

For information on becoming a sponsor, please contact Nadira at 1.800.645.7700 or [nadira@iccfa.com](mailto:nadira@iccfa.com).

To exhibit, contact Rick Platter, Supplier Relations Manager, at 800.645.7700 or [rickp@iccfa.com](mailto:rickp@iccfa.com)