



TRADE *PREVIEW* SHOW *PARTY*

What is the Trade Show Preview Party?

The Northern Green Trade Show Preview Party is a chance for attendees of Tuesday Master Classes, anyone holding a Northern Green badge, or customers with a special invitation directly from you to get a sneak peek into the show before it officially opens.

Northern Green will provide a variety of free appetizers and cash bars throughout the show floor during this happy hour affair.

Details:

- Date: Tuesday, January 2, 2018
- Time: 4:00pm—6:30pm

THREE OPPORTUNITIES TO DRIVE BOOTH TRAFFIC: CHOOSE ONE OR PARTICIPATE IN ALL!

To help you encourage more visits to your booth during the Trade Show Preview Party, we'd love to partner with you! **How does it work?**

1. Be Part of the Keg Crawl (Must Sign Up By 11/30)

Let us know you're interested in purchasing a keg for your booth—beer or root beer! Simply fill out the form on the reverse side and we'll send you additional information. Once you've reserved your keg, we will put together a map that will be handed out to trade show preview party attendees promoting the keg crawl path, that will show the booths that are participating. **BONUS: Poker Run is Included for FREE for those who participate in the Keg Crawl!**

2. Participate in the Poker Run (Must Sign Up By 11/30)

Let us know you're interested in purchasing cards to be part of the poker run! You will distribute one card to each attendee who visits your booth. Attendees will collect cards throughout the show floor and attempt to assemble the best poker hand. At 6:00pm, the person with the best poker hand will be given a \$250 cash prize. *(Note: In the case of a tie, a winner will be drawn at random.)*

3. Distribute 50 FREE Tickets To Your Most Valued Customers (Tickets Must be Requested by 10/31)

Request up to 50 FREE tickets to distribute to your customers for this unique opportunity to visit the show before it officially opens. Tickets must be requested by 10/31/17 and will be mailed to you in advance.

Cheers to a New Year and another chance to get it right!

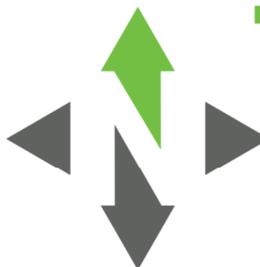
Why limit happy to just one hour?

Happy hour — where all the best decisions are made!

Featuring a variety of food/beverages on the show floor!

QUESTIONS?

Contact Northern Green
Trade Show Manager Mary
Dunn at 651-633-4987 or
mary@NorthernGreen.org.



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Exhibitor Booth Traffic Driver Opportunities

Company Name: _____

Contact Name: _____ E-mail: _____

Phone: _____ Booth Number(s): _____

1. KEG CRAWL — NEW IN 2018: INCLUDES FREE POKER RUN PARTICIPATION!

____ Yes, I'm interested in being part of the Trade Show Preview Party Keg Crawl! Please contact me with more details about the option selected below. **You must sign up by 11/30/2017 to participate** due to promotional deadlines. *Notes: If the full keg is not used on Tuesday during the Preview Party, the remainder can be served on Wednesday and Thursday. Kelber Catering will un-tap and maintain the keg in a cooler in your booth space as desired.*

Pricing Samples (12 oz. cups provided as standard, approximately 180-200 cups per keg unless otherwise indicated below):

- Michelob Golden Light, Budweiser, Bud Light, Miller Genuine Draft or Miller Light—\$605.00 plus 20% service charge and tax.
- Grain Belt Nordeast, Leinenkugel Honey Weiss, Summit EPA, or Summit Seasonal—\$630.00 plus 20% service charge and tax.
- 1919 Root beer (15.5 gallon keg), 7 oz. cups provided—\$495.00 plus 20% service charge and tax.

**Other craft varieties are available. A custom quote will be provided as requested.*

2. POKER RUN

____ Yes, I would like to be part of the Poker Run and receive cards to distribute to attendees. Charge to participate is \$100. The attendee with the best poker hand at 6:00pm during Preview Party will walk away with a \$250 cash prize!

Circle One: Visa / MC Card # _____ - _____ - _____ - _____ Exp date ____ / ____

Billing Address: _____ City: _____ State: _____ Zip: _____

3. DISTRIBUTE UP TO 50 TICKETS TO YOUR MOST VALUED CUSTOMERS

Request up to 50 FREE tickets to distribute to your customers for this unique opportunity to visit the show before it officially opens on Wednesday, Jan. 3. Tickets must be requested by Oct. 31, 2017 and will be mailed to you in advance.

____ Yes, I would like FREE tickets to distribute to my VIP customers. Tickets will be mailed the week of Nov. 7 to the address provided below. Number of Tickets Requested: _____ (*Limit of 50 tickets*)

Send Tickets to: Name: _____

Address: _____ City: _____ State: _____ Zip: _____