

The Motivation Show offering exhibitors a tool to create customized email campaigns...and the show pays the bill.

CHICAGO (April 14, 2010) -- The Motivation Show has started a new marketing program that provides 2010 exhibitors with a FREE tool called *Exhibitor Invites*. The program creates customized email campaigns for exhibitors to their customers and prospects without sharing their confidential email lists.

The Motivation Show meets from Tuesday, October 12, through Thursday, October 14, in Chicago's McCormick West.

"The *Exhibitor Invites* program is a great opportunity for our exhibitors to reach the customers and prospects they want to meet at their exhibit with a FREE exhibit hall registration offer, along with information about the products and services they will be featuring in October," said Nancy Petitti, Show Director. "The service is free to our exhibitors, which helps them extend their pre-show marketing budget, and their email lists remain totally confidential".

According to Petitti, the procedure is simple:

1. Exhibitors upload their confidential customer and prospect email address file to a bonded and licensed third-party email service, *Global IntelliSystems* (Note: the list is 100 percent secure – it will not be shared with anyone, not even The Motivation Show).
2. Exhibitors then customize three html email templates for an unlimited number of customers and prospects. The templates offering them specific information about the exhibitor's company and product information, FREE Exhibit Hall Registration (\$20/\$40 value), and a friendly reminder to stop by the exhibitor's booth during exhibit hours.
3. Exhibitors simply insert their company name, logo, booth number, and customized sales message – approve the test emails – and schedule the date(s) for distribution. Exhibitors can send up to three emails prior to showtime to an unlimited number of customers and prospects.

"It's that easy and The Motivation Show pays for the whole thing!" Petitti concluded.

"*Exhibitor Invites* is more timely than snail mail, easy to track, and more effective than other marketing methods," said Pete Erickson, Managing Director. "It's a great way for exhibitors to boost awareness of their company at The Motivation Show and to help ensure that all of their key customers and prospects visit their booth.

"More than ever, exhibitors are looking for ways to improve their trade show ROI, and we believe *Exhibitor Invites* will be an excellent tool to help them reach their key prospects in a direct and effective manner," Erickson continued. "In 30 minutes, our exhibitors can create a campaign of three custom emails that will be sent to the people they want to receive the information and it doesn't cost them a dime!"

This easy to use, turnkey system will launch for The Motivation Show in early-June. Exhibitors for the 2010 show will receive additional information at that time.

About The 2010 Motivation Show

The 2010 Motivation Show is the world's largest collection of ideas and solutions to engage, motivate, inspire, reward, connect and thank employees, customers and members. The show features more than 50 professional seminars and more than 1,000 suppliers of merchandise and travel services. For complete information about attending the 4th Annual Conference Program: *Connecting Employee Engagement and Financial Results*, visiting the exhibit hall, or becoming an exhibitor, please visit The Motivation Show website at <http://www.motivationshow.com>

About *Exhibitor Invites*

Exhibitor Invites was launched in 2008 and is being implemented for more than 50 different events in 2010. In 2009, nearly 1,300 exhibitors at 18 different shows sent nearly 9 million outbound emails through the program. For questions about the benefits or confidentiality of the *Exhibitor Invites* program, contact Shelly Purcell at 319-892-3033 or shelly@exhibitorinvitesteam.com

CONFERENCE: OCT. 12-14, 2010 - EXHIBITS: OCT. 13-14, 2010 - McCORMICK WEST - CHICAGO, IL