



PO Box 609, St. Charles, MO 63301
636-949-5990 or 800-288-3683 Fax: 636-949-5998
aaspexcel@aol.com www.aasp-mo.org

Greetings AASP-Missouri Supporters,

This year marks our 29th Annual EXCEL Trade Show & Training Conference. We are returning to the St. Charles Convention Center, St. Charles, Missouri. This year's EXCEL Conference dates are September 10-12, 2010.

We are bringing in the industry's top instructors for Management, Mechanical and Collision training. We are continually working to improve our industry's image and level of professionalism and expect an outstanding weekend. This event would not happen if it were not for your support. We are asking for your help distributing the EXCEL Trade Show & Training Conference brochures to your customers this year. Please feel free to contact me with any suggestions and to let me know how many brochures you would like. We truly appreciate your support and want you to have a successful event. You will also receive FREE Trade Show tickets for your customers.

DATE & TIME – September 10-12, 2010

Friday, September 10, 5:00PM . 9:00PM

Saturday, September 11, 10:00AM . 3:00PM

Changes for 2010

- **Saturday Show hours will be Friday 5PM-9PM and Saturday 10AM-3PM.**
- **Attendee lunch will be extended to 11:30-2:45 allowing additional time**
- **There will be two serving lines for lunch so attendees get through faster**
- **We will be giving away \$2000 dollars to attendees that must be present to win. \$500 Friday night and \$1500 Saturday. This will be done at random times throughout the exhibition area. So people are not gathered just waiting**
- **Owners will be identified by a colored name badge. Exhibitors will have owner specials that are only available to the identified owners**
- **Exhibitors will collect their own registrants for giveaways in their booths. We will come to your booth to announce your giveaways**
- **Exhibitors will help to promote the event and especially the Trade Show**

Enclosed you will find a floor plan of the 60 booth Expo Area (North Hall) to help you select your booth location and a registration form including booth pricing. Booths are assigned by first come, first served. The Expo Area is fully carpeted and well lit. A sponsorship registration form with pricing is also included to help you promote your company at the show.

Thank you for supporting AASP-Missouri and the automotive service repair industry. It is through your generous participation that enables us to present a quality trade show and training conference to the industry. Please do not hesitate to contact me with questions and ideas.

Sincerely,

Ron Reiling

Ron Reiling, AAM
Executive Director
AASP-Missouri



29th Annual Trade Show & Training Conference Registration Form
September 10-12, 2010

Company Name _____

Contact Name _____ Email _____

Address _____ City _____ State _____ Zip Code _____

Contact Phone () _____ Fax () _____

By Checking this box we agree to all rules and regulations of the St. Charles Convention Center

10' x 10' Booth Pricing **includes carpeting**: A deposit of \$500 will hold your choice of booth(s).
Balance **due in full** by August 1, 2010.

Please indicate three booth choices: 1) _____ 2) _____ 3) _____
(See enclosed floor plan for available booths)

1 Booth \$740 " 2 Booths \$1280 " 3 Booths \$1920 " 4 or more booths: Please call for pricing

Booth(s): Qty. _____ **Total \$** _____

Booth Package \$45.00ea: Includes 1 Skirted Table, 2 Chairs and 1 Wastebasket

Booth Package: Qty. _____ **x \$45.00 ea =** **Total \$** _____

Additional Table: \$35.00ea

Additional Table: Qty. _____ **x \$35.00 ea =** **Total \$** _____

Registration Total:

Total Amount Due \$ _____

Total Amount Enclosed \$ _____

Balance \$ _____

Electricity and other convention services available through St. Charles Convention Center. Please contact the St. Charles Convention Center, Exhibitor Services Department at (636) 896-1801 or exhibitorsvs@stcharlesconventioncenter.com.

Method of Payment:

Check # _____ Payable to: AASP-Missouri

MasterCard Visa American Express

Credit Card # _____ Exp. Date _____

Print Name _____ Signature _____



29th Annual Trade Show & Training Conference 2010 Sponsorship Opportunities

Here are some great promotional opportunities for you and your company at EXCEL. Just complete information below and return to: **AASP-MO, PO Box 609, St. Charles, MO 63302** or contact Ron Reiling, AAM Executive Director, AASP-Missouri State office, (636) 949-5990 or (800) 288-3683, Fax (636) 949-5998, Email: aaspexcel@aol.com.

Company Name _____

Contact Name _____

Phone () _____ Fax () _____

Email Address _____

YES! Our Company would like to be **highly visible** at “EXCEL” by sponsoring the following:

- | | |
|--|--|
| Sponsor a Technical or Collision Class \$1500 | Co-Sponsor Technical or Collision Class \$875 |
| Sponsor a Management Class \$2,000 (3) | Co-Sponsor a Management Class \$1,500 |
| Full Breakfast Sponsorship Sat. or Sun. \$2,500 | Full Sponsorship Saturday Lunch \$5,000 |
| Meal Co-Sponsorship Breakfast \$1,500 | Meal Co-Sponsorship Saturday Lunch \$2,500 |
| Full Break Sponsorship \$1,500 (3) | Break Co-Sponsor \$800 |

EXCEL Conference Information Folders: One glossy folder with your logo and/or name will be given to every attendee at registration. You may include an information sheet or special. **SOLD** To R.L. O'Connor & Associates

Sponsorships accepted on a first come first served basis. If received in a timely manner, sponsorships will be featured in ALL conference advertising, signage at conference and the Special Trade Show Edition of *Automotivation* in October. Please contact the AASP-Missouri office if you have any questions or suggestions.

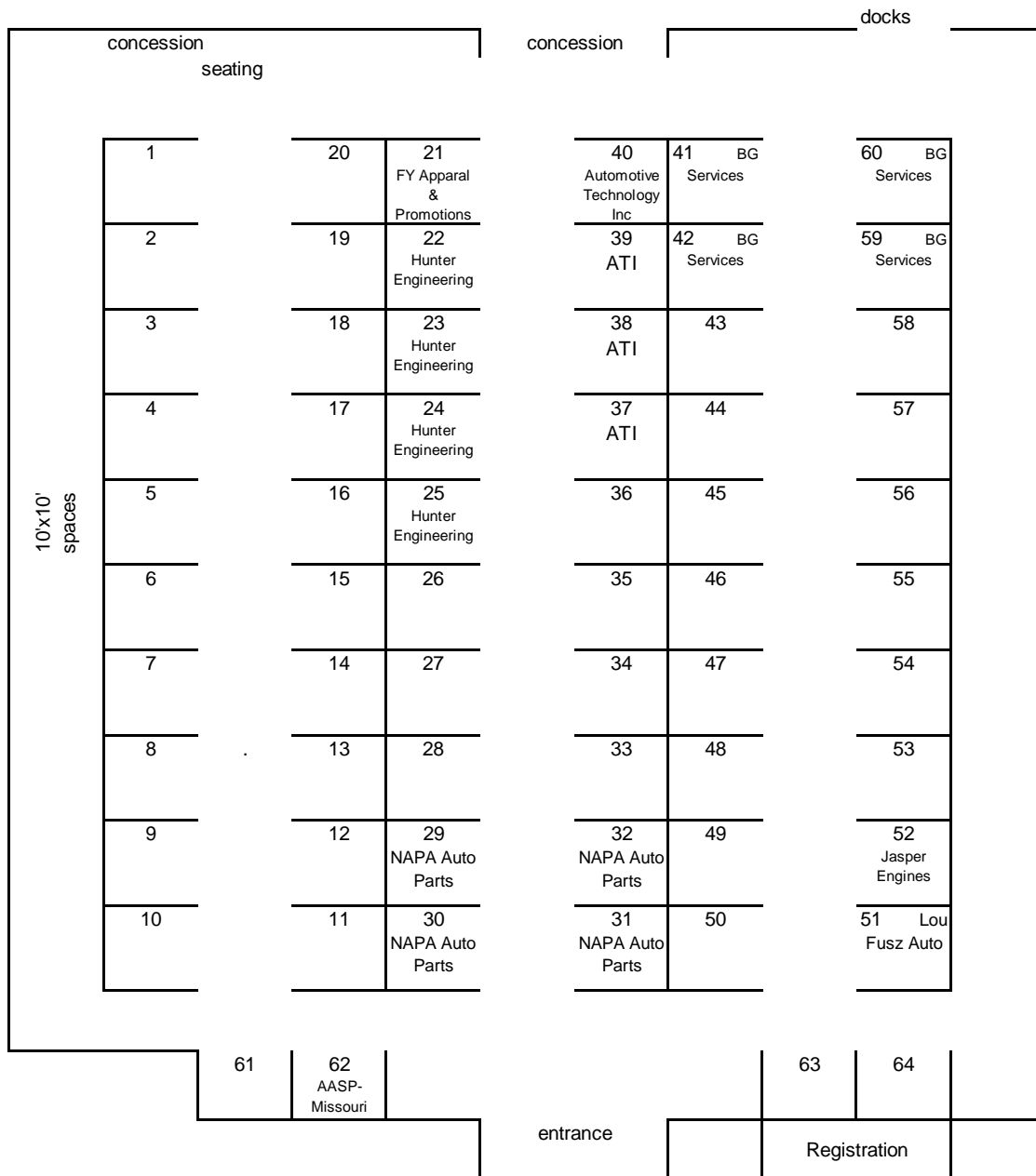
Method of Payment:

Check # _____

MasterCard Visa American Express

Credit Card # _____ Exp. Date _____

Print Name _____ Signature _____



September 10-12, 2010