

Final details...



Thanks for joining us! We look forward to seeing each of you (*again*, in most cases) in Chicago. For those who have sent in deposits and contracts, enclosed find your endorsed copy of the Exhibitor Contract.

For those very few exhibitors who have verbally indicated plans to attend but have not yet returned contracts or deposits, we reluctantly remind you that payment in full **must be received by May 1, 1992** in order to guarantee exhibition space at the contract prices. Balances tendered after that date will be subject to a **\$25 late fee**. Additionally, payment in full is a prerequisite for inclusion of booth description in the showguide. **No contracts will be accepted after May 12, 1992.**

The "final details" alluded to at the top of this page also include receipt of booth descriptions for the showguide and doorprize donations. The benefits and criteria of doorprize donations are detailed on the reverse of this page, but attending vendors will also get the additional benefits of "on-the-spot" publicity (a representative of your company may come up and draw the winner's name for your donation, if you wish) and increased traffic in the exhibition area during the hourly drawings (winners must be present). We do ask that attending vendors contribute at least \$50 (retail value) in products for doorprizes. To save your company the cost of shipping prizes to us prior to the show, yet still be credited for the donation in the showguide, you may, if you wish, simply notify us (prior to May 12, 1992) what product(s) you are donating for doorprizes, along with their retail values, and then supply the product(s) at the show site.

Also, we will need to receive a description of your exhibit for inclusion in the showguide. This should be 75 words or less, and should be factual and descriptive in tone (as opposed to adjective-laden "ad copy"). This is an excellent way to draw attention to new product offerings or the fact that you will be offering show specials (no pricing info should be included, however). Booth descriptions **must be received by May 12, 1992** in order to be included in the showguide. If we have not received copy by that date, the only information that will appear in that space is your company's name and address. Booth description and doorprize info may be either sent to us by US Mail at the address below, or may be sent electronically via e-mail on Delphi, CompuServe, America Online, or GENie.

We look forward to hearing from you with the necessary information, and look forward even more to seeing you in Chicago!

US Mail: CoCoFest, PO Box 763, Ypsilanti, MI 48197

Delphi & AOL: DAVEMYERS

CompuServe: 71750,210

GENie: D.Myers5

It's almost showtime!



Dear CoCo/OS9/OSk vendor,

The show is a scant 6 weeks away! We eagerly look forward to seeing those of you who will be joining us, and will regret the absence of those who will not be able to attend. For those who are joining us, the reverse of this page covers the remaining details that need to be attended to **prior to May 1, 1992.**

Whether or not you'll be able to join us, we are offering two inexpensive ways for you to keep your company's name in the public's eye, and **show support** for the Community. Both methods are affordable, and may be considered tax-deductible as a promotional expense (consult your tax professional).

The first way in which you may show support and gain publicity is by the donation of one or more of your products to be given away in our **hourly door prize drawings.** All donations of prizes will be noted in the souvenir showguide given away to all show attendees, as well as being announced (along with your company's name) at the time of giveaway. This can be an easy and (particularly in the case of software that has been generated in-house) inexpensive way to generate goodwill. As all donations will be acknowledged with a receipt for their full retail value, please indicate that value when submitting your donation. In order to be properly credited in the showguide, all doorprize donations **must be received by May 12, 1992.**

Additionally, you can gain more comprehensive exposure for your product line by placing an **inexpensive advertisement** in the souvenir showguide. Vendors in attendance might use this method to announce show specials and/or new products, and vendors who are unable to attend might use this method to generate mail-order sales to show attendees. Showguide ads are available for only **\$35 per half-page.** Ad copy must be submitted in camera-ready form (typesetting is available at extra cost), must measure 3.75"H x 4.5"W, and **must be received along with payment by May 12, 1992.**

To reserve ad space, please contact us at your earliest convenience at (313) 481-3283, between 10 AM-6:30 PM EDT M-F. Ad copy and doorprize donations may be sent to:

US Mail: CoCoFest, PO Box 763, Ypsilanti, MI 48197
Courier: CoCoFest, 1334 Byron, Ypsilanti, MI 48198

Best wishes,
Dave Myers
Pres., DNM Enterprises, Inc.