

## Free Ticket Letter & Promo Code Instructions

We offer all exhibitors three (3) different ticket programs at no additional cost. Regular admission to the show is \$11 so the value you can provide your customers with these programs is substantial. We urge you to take advantage of these free programs and make the most of your participation in the show.

1. Comp Tickets
2. Free Ticket Letter
3. Promo Codes

### Comp Tickets:

Each exhibitor will receive a quantity of 25 complimentary tickets. Please free to distribute these tickets as you see fit. Comp tickets are great for family and friends.

### Free Ticket Letter:

This program allows you to provide free admission to vendors, clients, customers, etc. This program is offered to exhibitors at no-cost and no-limits are placed on the number of guests you invite. However, you **MUST** follow the instructions below.

### Here's how it works:

Go online to SaltLakeTribuneHomeShow.com, click on the bottom of the page and click "Exhibitor Kit". Under Exhibitor Kit you will see Dark Blue Links, Click on the one that reads "Free Ticket Letter Sample." You will need to fill in all the highlighted areas with your company information & logo. You mail a personalized letter to whomever you choose. Your guests redeem your letter at the show for 2 free tickets. (Regular admission is \$11/adult. That's a \$22 savings you can provide for each letter you mail!

### Rules:

- **Letters must include recipient name and full address to be valid**
- You must follow the attached template. Don't send the attached template as-is it needs your information inserted. Replace the highlighted areas with your information.
- You may shift graphics to fit your letterhead as needed. Any deviations from the text must be approved.
- No duplicates or photocopies. **It is NOT acceptable to distribute a generic letter or a letter with 'fill this out' instructions. Such letters are not valid and will NOT be accepted.** You can search your word processor help for 'mail merge' to quickly create individual letters from a list.

### **\*\*\*NEW CONTEST THIS YEAR\*\*\***

**The exhibitor with the most redeemed letters will win a Top Golf gift certificate (\$100.00 value)** Letters must be properly completed to be valid towards the contest.

### Promo Codes

We can supply a special promo code, with which you can offer your guests \$3 off the regular \$11 admission for tickets. i.e. "Save \$3 on admission to the home show, courtesy of Joe's Shop. Buy tickets at SaltLaketribuneHomeShow.com and use promo code: "JOE"

### Promo Codes are great if you:

- have an email list
- have a newsletter
- have a website
- have a blog
- run newspaper ads
- have a mass marketing piece like a postcard that you would like to offer something of value to

**Discount Rebate Program:** Want to earn some cash back? Call your sales rep today to find out how!

If you would like a promo code setup, please contact LupeM@mpeshows.com or 801.456.7487.