



Dear industry partner,

Since taking over DECOR Expo last fall, we've seized the opportunity to take the trade show in a fresh, new direction and make it the best possible experience for exhibitors and buyers.

To do that, we're offering more incentives than ever before for both groups to participate in what's shaping up to be the most exciting industry event in 2010.

Throughout our efforts to encourage attendance, we have kept the challenging economic times front of mind, as we realize that art-and-framing companies and retailers are budgeting every last penny.

On the exhibitor side, we first set out to put an end to the nickel-and-diming often associated with contracts. We negotiated the pricing for drayage and put together unbeatable exhibitor packages that include booth space and drayage expenses all in one. This way, there won't be any extra unforeseen expenses before or after the show, and exhibitors can budget the exact amount of their investment beforehand.

The significant cost-savings of exhibiting at DECOR Expo is just the beginning. The relocation of the show from the Georgia World Congress Center to the show's former location—the AmericasMart in downtown Atlanta—delivers accessibility and convenience. The recently renovated facility features many exhibitor-friendly qualities that make set up and tear down easy and efficient. Another benefit: With the Westin Peachtree connected to the convention center and other affordable hotels within walking distance, there is no longer a need to deal with taxis or shuttles. For those looking to venture out from the AmericasMart after the show closes each day, a station for the city's major public transportation system—MARTA—is within walking distance.

Along with relocating DECOR Expo, we set the show's dates—Sept. 25 to 27—to coincide with the Atlanta Gift Show—a move we believe will play a big role in driving attendance. As art-and-framing retailers seek supplementary revenue streams, many have diversified their offerings with gift items. In an extensive industry survey, we discovered that many DECOR Expo buyers attend a gift show every year. Those that don't attend a gift show every year indicated a strong interest in doing so. This year's DECOR Expo delivers extra incentive for both parties, as they can get two trade shows for one—reducing travel and time away from their businesses and resulting in a significant cost-savings.

Further extending the benefits, we also created a more retailer-friendly schedule, as the show begins on a Saturday and ends on a Monday, a day many art-and-framing retailers close their stores.

We know that education is another key attendance driver, so we're not only working to provide the same quality lineup of classes and educators in past years, but we're also adding new courses centered on delivering the marketing and sales strategies art-and-framing retailers need in a new era of doing business.

We've launched an aggressive print and electronic marketing campaign to inform buyers of all the reasons this year's DECOR Expo Atlanta is not to be missed. A buzz has already started in the industry about the show, and we believe it's only going to continue to grow from this point forward.

We encourage you not to miss out on the opportunity to be involved in what promises to be the industry's top event of 2010. With everything the new DECOR Expo Atlanta has to offer, we're certain that exhibiting at the show will be one of the best business decisions you'll make this year.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Klatt". The signature is fluid and cursive, with a large initial "K" and "K" at the end.

Kim Klatt
Show Director
Next Step Media
805-777-7037
kklatt@klattgroup.com