



UMAPP
Holiday Showcase
& End Buyer
EXPO

August 20, 2014
10am-2pm

Edinburgh USA
8700 Edinbrook Crossing,
Brooklyn Park, MN 55443

Why is UMAPP hosting an end buyer show?

End buyer events have been growing in popularity across other regional associations. Many of these events have matured into successful formats resulting in superior member benefits for both supplier and distributor members. UMAPP has carefully selected and combined the most successful methods from each of these shows. Don't miss this unique opportunity to introduce your clients to promotional products and marketing methods in a way that many have never seen before.

How will UMAPP protect my relationship with my clients?

Any distributor can invite any end buyer but they can only be registered once; so we suggest you be the first to get them registered. Any distributors that are actively trying to recruit any end buyers by handing out business cards will be asked to leave. The full identity of the end buyers will not be shared on their name badge. Only their name will appear (no business names) with a number connecting them to the distributor that invited them.

Do I have to pay for my client to attend the show?

Yes. A pre-registration fee of \$10 per end buyer will be due when you register your client. If you wait to register your client on the day of the show, walk-up registration fees are \$20 per end buyer.

How will I market this event to my clients?

UMAPP will send you a pre-formatted spreadsheet to register your client's information. You will then receive a timeline and the tools needed to invite your client. For example- if you register five customers, you will receive five "Save the Date" post cards to mail in May, an electronic email to send as a reminder in June, promotional products with the show theme to mail or drop off in July and another electronic email to send in early August.

How will I know what my client is interested in?

Each supplier will have a two-part lead sheet. They will record the name and number from the end buyer's badge with details of their conversation. The supplier will keep one sheet and the other one will be given back to UMAPP to forward to the distributor that registered the end buyer for follow-up. Each end buyer will also be given a single-paged lead sheet to record notes while they walk around the show.

Will I be able to attend the show even if I don't invite an end buyer?

Yes. All UMAPP members can attend the show at no charge. Non-members must pay \$10 for each of their staff that attends (can be applied to their 2015 membership fee).

Why should I invite my client to this event?

Before the show floor opens, there will be a Professional Development event to educate your client on the power of promotional products and how you, as a promotional consultant, are adding value to their marketing efforts. This event will allow you to brainstorm with your client onsite, get questions answered by the supplier experts, show them products that did not require high shipping costs to bring in to present and see items they have never thought of before...which will all help you increase your 4th quarter sales and beyond!



Professional Development
Seminar On The Power
Of Promotional Products

9-10 am

Speaker: Paul Bellantone, CAE
President and CEO of PPAI