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New this year, FOSE is offering exhibitors a free tool, Exhibitor Invites, which allows you to create your own customized email campaign:

- Send up to three emails to an unlimited number of your customers and prospects, offering them customized information about your company, discounted registration for the show, and a friendly reminder to stop by your booth during FOSE 2010.
- Upload your customer and prospect file to our bonded and licensed third-party email service, Global IntelliSystems. Your list is 100% secure – it will not be shared with anyone, not even show management.
- Your company name, logo, booth number, and customized message is included as part of the three separate html emails -- you approve the message and the schedule. And FOSE pays for the whole thing!
- More timely than snail mail, easy to track, and more effective than other marketing methods.
- This program has generated strong results at several other major trade shows. It's a great way to boost awareness about your company, and help ensure that all your key customers and prospects attend FOSE, and visit your booth.

This easy to use, turnkey system will launch in mid-December, so start getting your email lists together, and look for more information soon...

If you have any questions about the benefits of the Exhibitor Invites program, contact Shelly Purcell at 319 892 3033, or [shelly@exhibitorinvitesteam.com](mailto:shelly@exhibitorinvitesteam.com)

If you have any problems using the system, send an email to:  
[services@exhibitorinvites.com](mailto:services@exhibitorinvites.com)