



## **Success Starts With A Great Mailing List!**

**Increase your Booth Traffic at the  
International Restaurant & Foodservice of NY Show 2009**

### **We offer proven buyers...**

Reed Exhibitions Customized Attendee Mailing Lists offer the names of people who have a long history of attending trade shows. You can make your presence known at International Restaurant & Foodservice Show of NY 2009 by promoting your product and/or show special to these highly qualified registrants. By doing pre-show promotion using your own promotional material you can help direct buyers to your booth!

### **We make it easy for you...**

You choose the type of business, job function and product interest you want to target and we'll deliver a Customized Attendee Mailing List offering the names of proven buyers. It's an easy and the most inexpensive way for you to qualify prospects in advance.

### **We deliver your list in a format that you choose...**

- Electronic file
- Pressure Sensitive labels for self applying

**E-MAIL MARKETING IS AVAILABLE  
CONTACT US FOR DETAILS!**

Post show lists are also available approximately 3 weeks after the show. Let your trade show investment continue by reaching thousands of attendees that may not have had the chance to see you at the show!

**Don't miss this opportunity to increase booth traffic!** Order your mailing list today. Simply complete the enclosed form and fax it to **Rick Tutunjian at 203/840-9918**.

**Questions?** Contact Rick Tutunjian at 203/840-5918 or call toll free 888-745-7644 you can also visit our website [www.REEDLISTS.com](http://www.REEDLISTS.com)





## 2008 International Restaurant & Foodservice Show of NY Registrant List

Every successful company knows that marketing generates customers. Take advantage of the International Restaurant & Foodservice Show of NY Registrant List to let potential buyers know that you will be at the Show, or follow up with attendees after the show to promote new products or services and generate new leads.

### 2008 Registrants

15,431 Total Registrants for 2008

**BUSINESS:** (additional \$10/per thousand)  
(CHECK ALL DESIRED)

<input type="checkbox"/> A	Restaurant/Table Service/Full Service Restaurant	4,473
<input type="checkbox"/> B	Restaurant/QSR/Franchise	467
<input type="checkbox"/> C	Pizzeria	266
<input type="checkbox"/> D	Deli/Bakery	606
<input type="checkbox"/> E	Hotel/Motel/Resort/Casino/Cruise Ship	472
<input type="checkbox"/> F	School District/School/University/Camp	1,058
<input type="checkbox"/> G	Hospital/Healthcare/Correctional Institution/Military	409
<input type="checkbox"/> H	Municipal Service/Municipality	36
<input type="checkbox"/> J	Corporate Dining Services/Office/Plant	269
<input type="checkbox"/> K	Coffee Bar/Ice Cream/Yogurt	340
<input type="checkbox"/> M	Country/Membership Club	448
<input type="checkbox"/> N	Bar/Lounge/Night Club	174
<input type="checkbox"/> P	Non-Hotel Banquet Facility/Catering Establishment	1,036
<input type="checkbox"/> Q	Sports Area/Amusement Park/Concession/Convention Center	103
<input type="checkbox"/> R	Architect/Design/Real Estate	154
<input type="checkbox"/> S	Consultant/Specifier	588
<input type="checkbox"/> T	Retail Store/Supermarket	431
<input type="checkbox"/> U	Distributor/Dealer/Broker	884
<input type="checkbox"/> V	Importer/Exporter	172
<input type="checkbox"/> W	Manufacturer/Mfg. Agent	601
<input type="checkbox"/> X	Association	243
<input type="checkbox"/> Y	Other	235

**JOB FUNCTION:** (additional \$10/per thousand)  
(CHECK ALL DESIRED)

<input type="checkbox"/> A	Management (Partner/Owner)	5,195
<input type="checkbox"/> B	Manager/Supervisor	1,660
<input type="checkbox"/> C	Purchasing	689
<input type="checkbox"/> D	Chef	1,997
<input type="checkbox"/> E	Dietitian/Nutritionist	133
<input type="checkbox"/> F	Sommelier/Server/Bartender	160
<input type="checkbox"/> G	Marketing/Sales/Public Relations	786
<input type="checkbox"/> H	Edu. Administrator/Faculty/Student	413
<input type="checkbox"/> J	Caterer/Private Chef/Event Planner	608
<input type="checkbox"/> K	Financial/Operations/Administration	394
<input type="checkbox"/> M	Distributor	285
<input type="checkbox"/> N	Other	1,115

**PRODUCT: (additional \$15/per thousand)  
(CHECK ALL DESIRED)**

**Quantity**

<input type="checkbox"/> AA	Appetizers	6,272
<input type="checkbox"/> AB	Bar Equipment Products	3,126
<input type="checkbox"/> AC	Beverage, Alcohol	4,476
<input type="checkbox"/> AD	Beverage, Non-Alcohol	3,619
<input type="checkbox"/> AE	Cleaning Supplies & Services	3,241
<input type="checkbox"/> AF	Dairy	3,933
<input type="checkbox"/> AG	Décor/Design	3,955
<input type="checkbox"/> AH	Dessert	5,546
<input type="checkbox"/> AJ	Dressings/Sauces	3,679
<input type="checkbox"/> AK	Food Equipment & Service	5,914
<input type="checkbox"/> AM	Food Distributor	4,148
<input type="checkbox"/> AN	Franchise	1,379
<input type="checkbox"/> AP	Furniture/Furnishings	2,767
<input type="checkbox"/> AQ	Hospitality Services	2,780
<input type="checkbox"/> AR	Kosher Foods	1,915
<input type="checkbox"/> AS	Meat/Poultry	4,303
<input type="checkbox"/> AT	Pasta and Rice	3,684
<input type="checkbox"/> AU	Pizza Products	2,627
<input type="checkbox"/> AV	Point of Sale Equipment	2,919
<input type="checkbox"/> AW	Paper and Plastic Products	3,729
<input type="checkbox"/> AX	Produce	3,876
<input type="checkbox"/> AY	Seafood	4,118
<input type="checkbox"/> AZ	Tableware	3,565
<input type="checkbox"/> BA	Services	2,682
<input type="checkbox"/> BB	Other	554

**If you want information on this list or assistance in tailoring these names to your next mailing contact Rick Tutunjian at 203-840-5918.**

**Please note that counts may not reflect total registration as only names with complete information are used for list rental.**

# List Order Form



## 2008 International Restaurant & Foodservice Show of New York

### EXHIBITOR PRICING

\$135/per thousand base price Minimum order \$500  
(Post-show 2008 or Pre-show using 2009 names)

\$100/per thousand base price Minimum order \$250  
(Pre-show, using 2008 names for 2009 event)

\* Sample Mailing piece must be approved \*

### NON-EXHIBITOR PRICING

\$170/per thousand base price Minimum order \$750

### ADDITIONAL FORMAT PRICING:

- Electronic File \$50/ flat fee  
 Key Coding \$2/per thousand  
 Pressure Sensitive Labels \$20/per thousand (\$75 minimum order)

### ADDITIONAL SELECTION PRICING:

State/SCF/5 digit zip code \$ 10/per thousand  
Business/Job (where available) \$ 10/per thousand  
Product (where available) \$ 15/per thousand  
Phone Numbers \$100/per thousand

### Ship Via: (Shipping/Handling additional)

- 1-day  2-day  Ground  Email File

### E-MAIL LIST RENTAL:

Base price \$405/per thousand  
Minimum order \$1000

(All transmissions processed by Reed Exhibitions)

### SPECIAL INSTRUCTIONS:

### PLEASE NOTE:

- ♦ A sample mailing piece and a letter of agreement is required to complete this order.
- ♦ Your order will ship within 3-5 days.
- ♦ Pre-payment must be submitted with order.
- ♦ Prices are subject to change without prior notice.

(Date) \_\_\_\_\_

(Purchase Order Number) \_\_\_\_\_

### BILL TO:

### SHIP TO:

(Name) \_\_\_\_\_

(Name) \_\_\_\_\_

(Company) \_\_\_\_\_

(Company) \_\_\_\_\_

(Street) \_\_\_\_\_

(Street) \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_

(Phone) \_\_\_\_\_

(Fax) \_\_\_\_\_

(Phone) \_\_\_\_\_

(Fax) \_\_\_\_\_

(E-mail address) \_\_\_\_\_

(E-mail address) \_\_\_\_\_

Authorized Signature\* \_\_\_\_\_

\*This confirms you understand this is for a one time use. Order must be paid by credit card or check.

Cancellations are subject to the fees set forth in the List Sales Agreement.

Referred By: \_\_\_\_\_

Contact Rick Tutunjian at 203-840-5918, FAX#203-840-9918, OR E-MAIL [rtutunjian@reedexpo.com](mailto:rtutunjian@reedexpo.com)

CALL TOLL FREE 888-745-7644 or visit our website [www.REEDLISTS.com](http://www.REEDLISTS.com)

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