



PO Box 609, St. Charles, MO 63301
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aaspexcel@aol.com

March 13, 2009

Greetings AASP-Missouri Supporters,

This year marks our **28th Annual EXCEL Trade Show & Training Conference**. It is the first year at the **NEW location** at the **St. Charles Convention Center, St. Charles, Missouri**. We have also moved the EXCEL Conference into September. These changes have been made in response to Exhibitors request.

We are bringing in the industry's top instructors for Management, Mechanical and Collision training. We are continually working to improve our industry's image and level of professionalism and expect an outstanding weekend at the NEW location. This event would not happen if it were not for your support. We are asking for your help distributing the EXCEL Trade Show & Training Conference brochures to your customers this year. Please feel free to contact me with any suggestions and to let me know how many brochures you would like. We truly appreciate your support and want you to have a successful event. You will also receive FREE Trade Show tickets for your customers.

• **DATE & TIME – September 18-20, 2009**

Friday, September 18, 5:00PM – 9:00PM

Saturday, September 19, 10:00AM – 5:00PM

• **LOCATION – The St. Charles Convention Center, St. Charles, MO.** The Embassy Suites attached to the Convention Center will be our host hotel. This is the #1 rated Embassy Suites Hotel and also includes a spa. The room rate of \$129 includes breakfast and a Happy Hour for your convenience. The room block is **open now** and is expected to fill up fast. Please make your 2009 reservations now to insure your reservations by calling 636-946-5544 or 1-800-embassy (362-2779).

Enclosed you will find a floor plan of the 60 booth Expo Area (North Hall) to help you select your booth location and a registration form including booth pricing. Booths are assigned by first come, first served. The Expo Area is fully carpeted and well lit. A sponsorship registration form with pricing is also included to help you promote your company at the show.

Thank you for supporting AASP-Missouri and the automotive service repair industry with this move. It is through your generous participation that enables us to present a quality trade show and training conference to the industry. Please do not hesitate to contact me with questions and ideas.

Sincerely,

Ron Reiling

Ron Reiling, AAM
Executive Director
AASP-Missouri



EXCEL

28th Annual Trade Show & Training Conference Registration Form September 18-20, 2009

Company Name _____

Contact Name _____ Email _____

Address _____ City _____ State ____ Zip Code _____

Contact's Phone () _____ Fax () _____

By Checking this box we agree to all rules and regulations of the St. Charles Convention Center

10' x 10' Booth Pricing **includes carpeting**: A deposit of \$500 will hold your choice of booth(s).
Balance **due in full** by August 1, 2009.

Please indicate three booth choices: 1) _____ 2) _____ 3) _____
(See enclosed floor plan for available booths)

1 Booth \$700 • 2 Booths \$1200 • 3 Booths \$1800 • 4 or more booths: Please call for pricing

Booth(s): Qty. _____ **Total \$** _____

Booth Package \$45.00ea: Includes 1 Skirted Table, 2 Chairs and 1 Wastebasket

Booth Package: Qty. _____ **x \$45.00 ea =** **Total \$** _____

Additional Table: \$35.00ea

Additional Table: Qty. _____ **x \$35.00 ea =** **Total \$** _____

Registration Total:

Total Amount Due \$ _____

Total Amount Enclosed \$ _____

Balance \$ _____

Electricity and other convention services available through St. Charles Convention Center. Please contact the St. Charles Convention Center, Exhibitor Services Department at (636) 896-1801 or exhibitorsvs@stcharlesconventioncenter.com.

Method of Payment:

- Check # _____ Payable to: AASP-Missouri
- MasterCard Visa American Express

Credit Card # _____ Exp. Date _____

Print Name _____ Signature _____



EXCEL

28th Annual Trade Show & Training Conference Registration Form 2009 Sponsorship Opportunities

Here are some great promotional opportunities for you and your company at EXCEL. Just complete information below and return to: **AASP-MO, PO Box 609, St. Charles, MO 63302** or contact Ron Reiling, AAM Executive Director, AASP-Missouri State office, (636) 949-5990 or (800) 288-3683, Fax (636) 949-5998, Email: aaspexcel@aol.com.

Company Name _____

Contact Name _____

Phone () _____ Fax () _____

Email Address _____

YES! Our Company would like to be **highly visible at "EXCEL"** by sponsoring the following:

- Sponsor a Technical or Collision Class \$1500** **Co-Sponsor** Technical or Collision Class \$875
- Sponsor a Management Class \$2,000 (3)** **Co-Sponsor** a Management Class \$1,500
- Full Breakfast Sponsorship** Sat. or Sun. \$2,500 **Full Sponsorship Saturday Lunch** \$5,000
- Meal Co-Sponsorship** Breakfast \$1,500 **Meal Co-Sponsorship** Saturday Lunch \$2,500
- Full Break Sponsorship** \$1,500 (3) **Break Co-Sponsor** \$800

"EXCEL" Conference Information Folders: One glossy folder with your logo and/or name will be given to every attendee at registration. You may include an information sheet or special. ***SOLD To R.L. O'Connor & Associates***

Sponsorships will be accepted on a first come first served basis. If received in a timely manner, sponsorships will be featured in ALL conference advertising, signage at conference and the Special Trade Show Edition of *Automotivation* in October. Please contact the AASP-Missouri office if you have any questions or suggestions.

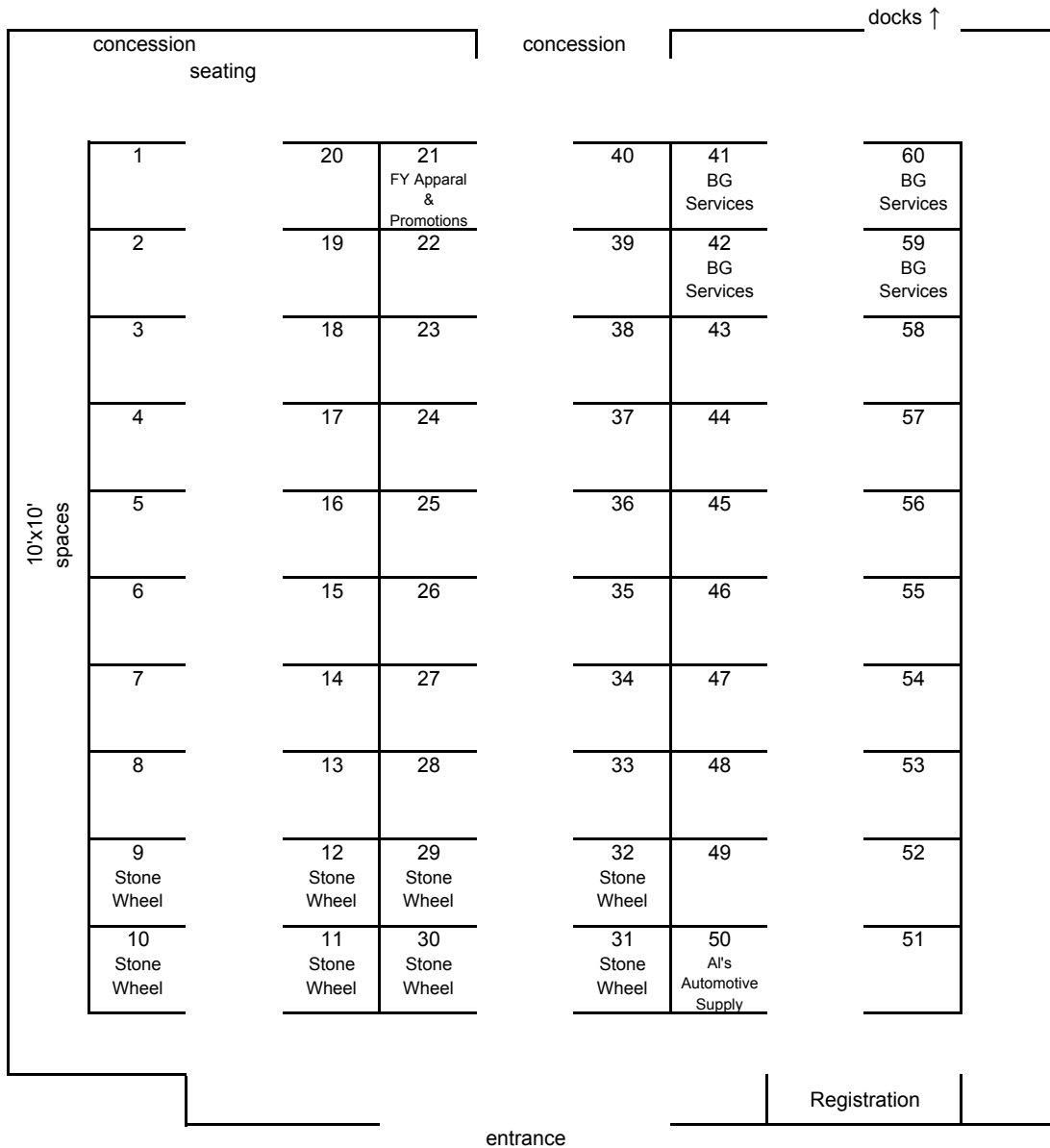
Method of Payment:

Check # _____

MasterCard Visa American Express

Credit Card # _____ Exp. Date _____

Print Name _____ Signature _____



28th Annual *EXCEL* Trade Show & Training Conference
September 2009