

April 2010

THANK YOU for exhibiting at AudiologyNOW! 2010. Your participation is key to its continued growth and success in presenting the best products and services to the hearing healthcare community. The enclosed materials will provide you with a head start in your planning for AudiologyNOW! 2011.

As a thank you for exhibiting with us in 2010, we are offering the \$18.00 NSF Priority Rate for your 2011 booth selection for a limited time. All exhibitors will have a scheduled booth selection time, based upon Priority Points accrued for 2010, to take advantage of this opportunity.

Priority Points are calculated as follows:

- **Base Points** include your past years' historical points. Base Points are cumulative.
- **Booth Points** are calculated at 2 per 100 net square feet of space exhibit space. Booth Points are non-cumulative.
- **Sponsorship Points** are only applicable if you participated in the Academy's 2010 sponsorship program. Sponsorship Points are non-cumulative.

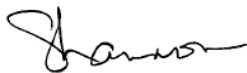
If you are unavailable or choose not to reserve your booth space during this specified time, open booth selection will take place after June 2, 2010 and booth space will be charged at the \$19.00 NSF rate.

Priority point packages will not be mailed. All forms are on the website in a PDF format. Visit our website at www.audiologynow.org/exhibitor/prioritypoints.html to:

- View the live floor plan
- Download schedule of exhibitor booth selection times
- Check available booth space
- Print the 2011 Sponsorship Menu – available Mid- May

We look forward to working with you on another successful event in Chicago!

Sincerely,



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