

LIMO DIGEST 2011



Official EXHIBITOR Prospectus

NOVEMBER 6-9, 2011



TRUMP TAJ MAHAL



LIMO DIGEST *Show*

(888) LIMO-DIG
www.limoshow.com

ATLANTIC CITY, NEW JERSEY

LIMO DIGEST *Show*

Official EXHIBITOR Prospectus

November 6-9, 2011 → Trump Taj Mahal → Atlantic City, NJ → (888) LIMO-DIG → www.limoshow.com



WHY EXHIBIT AT THE INDUSTRY'S PREMIER EVENT OF 2011?

CENTRALIZED LOCATION

We don't just bring the people to the Show, we bring the Show to the people. This has long been our theory, which is why The Limo Digest Show is held in the demographic nucleus of the limousine and chauffeured ground transportation industry, the Northeast.

OVER 50%

of limousine and transportation services nationwide call the Northeast home, something we've never lost sight of.



OUR CONVENIENT, EASILY ACCESSIBLE

location attracts thousands of loyal attendees and serious buyers, many of whom are within driving distance to Atlantic City.



BACK-TO-BASICS NETWORKING

The Limo Digest Show is an unparalleled chance to cultivate new relationships, make important connections with key decision-makers, and continue to strengthen your bond with existing clients. Our after-hours events were designed to promote interaction and are the perfect setting for effective networking.



ORGANIC SELLING

Now more than ever, building and maintaining relationships is critical to success. A customer service-oriented approach and organic face-to-face selling opportunities have proven to be among the best ways to accomplish this. Get your vehicles, products, and services in front of highly-qualified prospects. The Limo Digest Show is known industry wide as the #1 place where discerning shoppers come to make their most important purchases of the year.

CUTTING-EDGE LEAD RETRIEVAL

New this year, The Limo Digest Show has implemented a revolutionary mobile and tablet app based lead capture and nurturing solution for both exhibitors and attendees. Exhibitors can customize their marketing content that will be viewed by attendees via an easy to use interface. Exhibitors utilize their own Web-enabled devices to interact with attendees and collect real-time intelligence throughout the entire event.

Works with any smartphone, iPad, Adroid Tablet, laptop, or netbook. All lead intelligence is instantly exportable in common format for CRM uploading.

ARE YOU INVESTING IN THE RIGHT PLACE?

We provide solutions to operators and give them a myriad of reasons to attend The Limo Digest Show. From unmatched buying and networking opportunities to 4 days of educational seminars, we know exactly what it takes to keep attendees captivated, engaged, and unified.

The Limo Digest Show is the best opportunity of 2011 to maximize your marketing dollars and get your greatest ROI.

Whether you are displaying vehicles, setting up a standard perimeter booth, taking part in Referral Guide Live!, or sponsoring an event or element of the Show, you are guaranteed to have a first-class experience.



The Limo Digest Show roster reads like a “who’s who” and includes the most successful and accomplished operators and professionals in our industry, regardless of their size.

From industry veterans to first-time attendees, we bring in those who are looking for that competitive edge. Our devoted audience includes companies from all over the world, and of every size and shape imaginable.



EXHIBITING YOUR COMPANY ON THE EXPANSIVE 70,000 SQ. FOOT TRUMP TAJ MAHAL SHOW ARENA IS THE MOST COST-EFFECTIVE WAY TO REACH THOUSANDS OF BUYERS ALL IN ONE CONVENIENT LOCATION!

EXHIBITING AT THE LIMO DIGEST SHOW INCLUDES:

- Pre-Show Marketing: Limo Digest direct mails over 60,000 brochures to every limousine operator at least four times each. Also includes over 25 e-mail blasts, 35 print ads, Web advertising, telemarketing, association meeting presentations, and much more
- Pipe & Drape (Standard Booth)
- Table, 2 Chairs & Waste Basket (Standard Booth)
- Company ID Sign
- Full Show Passes
- Access to All Seminars / Networking Events
- VIP Seating for Keynote Address
- Company Listing in the Official Show Program
- Company Name on The Limo Digest Show Website
- Post-Show Marketing in *Limousine Digest* and on www.limodigest.com

LIMO DIGEST *Show*

Official EXHIBITOR Prospectus

November 6-9, 2011 → Trump Taj Mahal → Atlantic City, NJ → (888) LIMO-DIG → www.limoshow.com

DON'T MISS OUT ON THE BEST OPPORTUNITY OF 2011!

OFFICIAL GROUND TRANSPORTATION

Torgro Worldwide Luxury Limousines
Phone: (609) 748-0880
Toll-Free: (866) 4-TORGR0 (867476)
info@torgro.com • www.torgro.com
Mention The Limo Digest Show for Special Rates



OFFICIAL DECORATOR

AEX Convention Services
Phone: (609) 272-1600
www.aexservices.com



HOTEL INFORMATION

Trump Taj Mahal Casino Resort
1000 Boardwalk at Virginia Avenue
Atlantic City, NJ 08401
www.trumptaj.com

Special Show Rate (Sun.-Wed.)

\$89 per night single/double
\$159 per one bedroom suite
\$350 per hospitality suite

Chairman Tower

\$109 per night single/double
\$229 per one bedroom suite

For more information call:
(800) 825-8786 and mention
The Limo Digest Show
(Registration code: BLIM011)

GENERAL INFORMATION

Show Headquarters

29 Fostertown Road
Medford, NJ 08055
Toll-Free: (888) LIMO-DIG
Fax: (609) 953-4958

Chris Weiss, Publisher/Director

Direct: (609) 953-4900, Ext. #221
chris@limodigest.com

Megan Hogue, Assistant Show Manager

Direct: (609) 953-4900, Ext. #215
megan@limoshow.com

Richard Springer, Sales Manager

Direct: (609) 953-4900, Ext. #237
rspringer@digestmags.com