

Very Important Information

To help make your participation at Tissue World Americas a SUCCESS . . .
You need to **actively invite** all your customers and potential clients to the show!

In addition to the tens of thousands of invitations that we are sending out to potential visitors to this event . . .

It is extremely important that you and your company take a **very active** role in inviting all of your customers, contacts and potential clients to attend Tissue World Americas. The reasons for this are simple.

- **Visitors usually arrive at the show with a predetermined agenda as to whom they plan to see. Most visitors must be highly efficient with their time and are greatly influenced by what they see and read prior to the show.**
- **YOUR MARKETING EFFORTS are very important to contact the visitors you want to see at the show and tell them where your stand is located and what you will be exhibiting, introducing and demonstrating.**
- **Personalized direct mail is a highly effective motivator. Research proves that each mailing increases the response rate to your stand. Furthermore, the buyers' perception of your company's presence at the show increases positively with each mailing you send.**

To help make Tissue World Americas a success for you and your company, and to improve the chances of getting the high level visitors that you want at your booth, make sure to:

1. **Send invitations directly to all of your clients** on your mailing lists. A personalized invitation to your customers to visit the Tissue World Americas Exhibition is the most effective way to attract visitors to your stand.
2. **Get your sales force involved** by providing them with invitations to give to their clients.
3. **Do this early**, as visitors need time TO PLAN their trip and get approval.

The earlier the better!

Digital Visitor Invitation Flyers:

→ Take advantage of our Digital Visitor Invitation Flyers. They can be easily downloaded from our website here: <http://www.tissueworld.com/home/download.php> (Tissue World Americas 2012 Visitor Flyers). They are available in English, Spanish and Portuguese. When downloaded, you can insert your logo and / or a small text to personalize your e-promotions to your customers.

This is the perfect timing for your promotion - take advantage of this easy and very effective promotion tool.

We look forward to your active and successful participation at Tissue World Americas!