

Dear Exhibitor:

Thank you for deciding to exhibit at Result Management's Conference/Exhibit at the Pittsburgh Airport Crowne Plaza Hotel. This confirms your participation, provides the number of your display area, requests additional important information from you on the enclosed form (yellow) within 15 days, and provides needed details to maximize the value of your participation. Please maintain this letter for your reference and **INSURE YOUR EXHIBIT REPRESENTATIVES RECEIVE A COPY A.S.A.P.**

This is the only confirmation of your participation that you will receive. Insure it is IMMEDIATELY distributed to all exhibit representatives to prevent the confusion among representatives so common at exhibits. Insure also that your representatives are aware of the terms and conditions contained in this letter of agreement. Should they take more exhibit space than you have paid for, for example, you will be responsible for the additional payment due.

All display areas are in the Crowne Plaza's Ballroom. Look for signs providing direction in the lobby.

YOUR ASSIGNED DISPLAY AREA

Your display area is #_____.

When you arrive at the hotel, identify your display area by locating your number (above) on the table assigned to you. Be certain to leave the number on your display, since conferees will be looking for it as they tour the exhibit area. Should you be unable to locate your space, see one of our staff representatives for assistance. Your space has been assigned, as indicated in our original letter of invitation to you, based upon the date of return of your official registration form and fee. It includes a six-foot skirted table and two chairs.

PORTABLE DISPLAY PREFERENCE

If you wish to use your own portable display instead of the available skirted display table, please indicate in (B-2) on the Information Form; realize only that you are limited in such use to the same space occupied by all other exhibitors using the six-foot display tables. If you check (B-2) the display table will be removed from your display area. If you have a display backdrop you wish to use on or behind your display table, so indicate in (B-3). Table top displays make far more sense; floor displays are often too large and will necessitate, if oversized, a billing to you for the second space you occupy.

WHAT YOUR EXHIBITOR ROLE/FEE PROVIDES YOU

1) Directory of attendees; with names, titles, organizations and work telephone numbers provided to you on the first day you exhibit. You will receive this directory and other vital registration materials at an 11:30 a.m. orientation meeting in the Ballroom on the first day you exhibit.

ATTENDANCE AT ALL CONFERENCE PROGRAMS PERMITTED

2) Attendance for all of your display representatives at all of the conference's educational programs of interest, although no professional credits will be awarded to you or your representatives. You must pay the conference registration fee in order to receive professional credits.

DISCOUNT CERTIFICATE FOR YOUR CUSTOMERS

3) A discount certificate (included with this letter) for conference attendance that you should e-mail as soon as possible to customers or distribute directly to customers and customers-to-be through your sales force. The certificate will allow you to personally award the discount in your role as a conference exhibitor. The enclosed press release identifies the details of the conference/exhibit and may be useful in the same customer emailing. Feel free to further professionalize any of the materials or to provide your logo or letterhead or a personal message from you. Don't alter or omit any of the certificate's wording, however, or the certificate immediately becomes invalid. **THIS SPECIAL BENEFIT OF GRANTING A DISCOUNT TO CUSTOMERS AND CUSTOMERS-TO-BE IS VALUABLE TO YOU; PLEASE DO NOT OVERLOOK IT!** THE COMPANIES PROVIDING THE DISCOUNT CERTIFICATES TO THEIR CUSTOMERS IN AN E-MAILING AND IN CUSTOMER SALES VISITS HAVE HARVESTED GREAT BENEFIT.

PROFESSIONAL CREDITS FOR YOUR STAFF

3B) Contact us at (412) 216-9557 if earning professional credits is important to you or other professionals in your company, such as NHA's, CPA's, registered pharmacists, dieticians, personal care managers or social workers, etc. The registration panel of the enclosed conference brochure identifies all available certifications being awarded. Everyone in your company is eligible for the same discount available to your customers through use of the enclosed discount certificate.

4) Identification as an exhibitor in all marketing literature distributed to 10,000 health care professionals and prospective attendees throughout the Northeast.

For this purpose, please provide in (E) on the Exhibitor Form a thirty-five (35) word description of your company's products/services for long term health care. Use the model provided in (E) as a guide. Do not exceed the 35-word limit

SETTING UP, MANNING, AND SECURING YOUR DISPLAY

Since your display area is reserved, and since it is limited in size, you should be able to set up your display in 15 minutes at either of these two times available: 1) the evening preceding the first day of the exhibit (8:00-10:00 p.m.) for those beginning to display on Day 1; and at 2) 8:30-10:30 a.m. each morning of display. Most companies set up their displays 8:30-10:30 a.m. on their first day of display. You are fully responsible for setting up your display; the hotel staff will not be available to assist you. You may want to pull your vehicle to the far right end of the hotel for easier loading/unloading to the Exhibit Ballrooms. Removal of your display can occur after 1:45 p.m. on your final exhibit day. There is no value in manning your display all day, but you may, of course, sit in on educational programs through 6:00 p.m., and the end of each program day.

MANNING DISPLAY

Being present only for the midday display period is the most efficient use of your time, requiring that you staff your display for only a few hours daily and having all morning and much of the afternoon for other business to be handled at the office or on the road.

The largest part of each day will be available for you to enjoy the educational programs, to handle administrative duties, or to schedule/make customer calls in the area. **YOU WILL RECEIVE YOUR EXHIBITOR INFORMATION PACKET ON YOUR FIRST DAY WITH US AT OUR ORIENTATION MEETING AT 11:30 A.M. IN THE EXHIBITOR BALLROOMS. BE CERTAIN NOT TO MISS THIS MEETING.**

SECURING DISPLAY

All displays will be in the Ballroom and will be secured there at 2:30 p.m. on each program day. The Airport Crowne Plaza Hotel will not assume responsibility for loss of property, so easily removed equipment, supplies and materials should not be left by you after exhibit times.

YOUR PLAN FOR MAXIMIZING TRAFFIC FLOW AT YOUR DISPLAY

The following seems advisable to encourage traffic flow at your display:

DISPLAY WISELY

1) Display products and marketing material of direct appeal to the LTC attendees and recognize that the limited space available forces you to be selective in what you can display.

2) **THE WISEST OPTION TO MAXIMIZE TRAFFIC AT YOUR DISPLAY: FRUIT, COOKIES, CANDIES, OR DONUTS DAILY AT YOUR DISPLAY, OR BRING JUICES OR SODAS IN SINGLE SERVING SIZE. SINCE WE WILL BE PROVIDING ONLY LIQUID REFRESHMENTS, AND NOT SNACKS, IN BOTH THE AM AND PM, YOUR DISTRIBUTING ITEMS SUCH AS THE ABOVE SHOULD GENERATE TRAFFIC AT YOUR DISPLAY.**

SPECIAL PRIZE AT YOUR DISPLAY

3) Consider making a special prize available, to be awarded on your final display day. Make eligible those who visit your display and leave a business card or complete a registration form you provide. This is optional, of course, and is suggested only on reflection of the positive results exhibitors have experienced who pursued this promotional course of action. We will gladly announce the winner of your prize to the assembled conferees and present the prize on your behalf at the end of the conference.

STAFF NAME TAGS

To professionalize your display, have display representatives wear name tags. If you do not bring name tags, we will provide paper tags each day. Additionally, we will provide a standard exhibit identification for your company at your display. **IT SHOULD REMAIN DISPLAYED DURING YOUR ENTIRE STAY, SINCE CONFEREES WILL LOOK FOR COMPANY IDENTIFICATION THROUGH THIS SIMPLE AND CONSISTENT FORM. DO NOT REMOVE IT FROM YOUR DISPLAY.**

OUR PLAN FOR INCREASING TRAFFIC FLOW AT YOUR DISPLAY

All conference registrants will receive a complete Directory of Exhibitors providing your 35-word product/services description, identifying your display area and encouraging that the most be made of the 12:00-1:30 p.m. exhibit.

Since we will identify to attendees in this Directory the prize you are making available, please be as accurate in your description as a 12-word phrase will allow in 3F on the Exhibitor Information Form.

DOOR PRIZE REQUIREMENT

This special prize is not the same as the prize you may choose to award to those who visit your display (see #3 in "Your Plan for Maximizing Traffic" above). Instead, **IT IS REQUIRED AS A CONDITION OF PARTICIPATION FOR YOU, SO PLEASE DON'T FORGET TO IDENTIFY IT IN (F) ON THE INFORMATION FORM.** If you do not identify your prize in (F) or fail to return the form by mail, we will purchase a prize in your name and be forced to immediately reduce your days of display by one. **The form must be returned within 15 days.** Please inform your representative that the door prize must be turned in on the morning of the first day with us and be delivered before 11:30 a.m. to our Registration Desk outside the Exhibit in order to receive the needed Exhibitor Registration Packet at the 11:30 a.m. orientation meeting.

SIGNING EXHIBITOR DIRECTORY FOR CONFEREES

When attendees present the Directory of Exhibitors at your display, you should sign next to your company name on the form, as will every other exhibitor. All conference attendees will wear name tags with names and titles clearly identified, making easy your identification of major decision makers. All attendees who visit 85% of the displays will be eligible for a drawing of one grand prize valued at \$800, and second and third prizes valued at \$650 and \$450, respectively, all provided by Results Management; and 20 additional prizes, one from you and from every other exhibitor, each valued at \$40 or more.

At 5:30 p.m. on the final day, the door prize drawing will be held for all eligible attendees. Twenty (20) door prizes, one from you and one from every other exhibitor, will also be awarded at this time. You need not be present for the drawings; your company will be clearly identified as providing the gift you select, however. **In fact, please attach your business card to your prize before giving it to us. Valued at a minimum of \$40, your prize should be identified in (F) on the Information form.** Prizes already committed: electronics/restaurant/and retail store gift cards; color T.V.'s; digital cameras; luggage; gourmet baskets; and Steeler and Penguin tickets. Items from your product line should be avoided.

YOUR TRAVEL/STAY AT THE CONFERENCE SITE

RESERVATION DEADLINE

If you are staying overnight at the Crowne Plaza Hotel, don't forget to make your reservation at 1-800-627-6373 or (412) 262-2400 to qualify for the sharply discounted rate. Do so at least 14 days before the exhibit, before the block of rooms being held is released and regular rates apply, or all rooms are taken. The hotel historically has sold out all of its rooms by the deadline provided to us, so please don't delay. If you are looking for the least expensive hotel, at a five minute drive from the Crowne Plaza, try the Red Roof Inn, University Blvd. and Carnot Roads, (412) 264-5678, or the Motel 6 (412)269-0990, next door to the Crowne Plaza.

FLYING OR DRIVING/SHIPPING MATERIALS

If you are flying to Pittsburgh, call the Airport Crowne Plaza at any of the courtesy telephones in the airport, and the hotel will shuttle you to the facility. If you are driving, follow Route 60 North to Exit 3, then Business #60 for two miles. Take the first exit (Thorn Run Road), and at the stop sign, make a left turn to the Crowne Plaza, only 100 yards ahead on the left, 10 minutes from the Greater Pittsburgh International Airport. If you are shipping materials to the hotel, send them to: Sales Director c/o Results Management, Airport Crowne Plaza Hotel, 1160 Thorn Road, Coraopolis, PA 15108, but only within five days of the exhibit. For your reference, the hotel telephone number is 1-800-627-6373 or (412) 262-2400.

Please note that your already-paid registration fee is non-refundable and that no payment credits will be granted under any circumstances. Thanks for planning to spend time at our exhibit. We know you will benefit from displaying at our Results Management Exhibit. We hope that your participation gives you one additional reason to return to display again at our next exhibit.

Please call me at (412) 216-9557 if you need additional details.

Sincerely,
For Results Management
Joseph Lockhart