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2013 PMA@CES Exhibitor Newsletter – November 2nd Edition

Director's Corner – Book your rooms now for the best rates!

For 2013, Bally's Las Vegas will be the official PMA headquarters hotel. Begin the week at the DIMA, PSPA & SPAA Conferences located at Bally's and then have easy access via the monorail to the LVH (formerly the Las Vegas Hilton) and the Las Vegas Convention Center for PMA@CES sessions, exhibits and the 2013 International CES exhibits. We have secured a block that contains some great, low room rates.

Don't wait. Book online today!

Thanks,
Suzi

Executive Note: 2013 Exhibitor Workshop

The 2013 Exhibitor Workshop is your one-stop shop for all things related to exhibiting at the PMA@CES and 2013 International CES. We know that first-timers and veterans alike need some assistance navigating the various aspects of exhibiting at the world's largest consumer technology tradeshow. After all, the technology industry is driven by change, and you can expect every show to be slightly different and reinvented.

With our free on-demand web-cast series, we provide you with tools to help you market and promote your brand, receive the ultimate press coverage, as well as turn you into a pro when dealing with booth planning, logistics and our contractor GES. Check them out today!

The calendar of deadlines

In each edition of the *Exhibitor Newsletter*, there is a listing of the upcoming deadlines for "all things show-related" - exhibiting deadlines, GES and other official contractor advance discount deadlines, and optional promotional opportunities and events. Use this list as a reminder of the closest deadlines; the full list will be posted on the PMA@CES website within the *Exhibitor Manual*.

Advance Warehouse Shipments may arrive at GES – November 19 - December 19, 2012
Registration Deadline to receive badge in the mail – December 6, 2012
EAC Paperwork due – December 7, 2012
GES Electrical Orders due – December 10, 2012
Security Service Orders due – December 12, 2012
Lead Retrieval Discount deadline – December 12, 2012
GES Discount deadline – December 19, 2012
Encore Telephone/Internet Orders due – December 19, 2012

CONTACT US!

Jeff Frazine, Sales

Suzi Barger, Housing and Special Events

Bill Covey, Services

Melissa Aldrich, Operations

Final space payment past due

Please note that the full space payment was due October 1st. Has your firm submitted your full space payment to CEA? Now is the time to double-check and confirm that your space is secure for PMA@CES as space may be cancelled due to nonpayment. Not sure? Are you in need of an invoice? Please contact PMA Trade Exhibit Services with any questions.

Don't forget to register for your exhibitor badges

Exhibitor registration is now open. Each exhibitor is entitled to five badges per 10x10 space with a minimum of 10 badges. Once you have exceeded your allotment there will be a $10 per badge charge.

Simply go here, enter your company name and exhibitor customer id, then register for your badges. If you are in need of invitation letters, you may request these through the registration process as well.

PMA conferences – Where to meet before PMA@CES!

PMA has been producing the finest in education for photo imaging retailers, chain stores, professional labs, photographers and more for nearly a century, and this year will be no different. Beginning on January 6, 2013 at Bally's Las Vegas, PMA will host the DIMA Conference and the PSPA/SPAA Conference featuring top speakers and industry leaders covering topics on retail strategy, sales and marketing, photo publishing, school and sports photography, social media, new technology, and much more.

A variety of sponsorship opportunities are available including tables at the vendor reception which will be held the evening of January 6. Please contact Jeff Frazine with any questions or interest.

Make a big impression and help attendees find your booth!

Add to the visual excitement of PMA@CES by creating compelling graphic images to present your message to the thousands of attendees who will flock to the PMA@CES exhibit area. Signage opportunities include large banners, entrance units, and window clings. Looking for something else? Let us know and we can see what is possible! Contact Jeff Frazine at 517-788-8100 x101 for more information.

Don't forget to renew your PMA membership for 2013

October 1 was the first day of the 2013 PMA membership year. Has your firm renewed? Exhibitors must be a 2013 member to qualify for member pricing on space. A status check will be done on December 1 and any firms who have not renewed will be reinvoiced at non-member rate. Don't delay. Check your membership status, and if necessary renew today! Contact Nick Shaver 517-788-8100 x106 with membership questions.

Showcase your products to custom picture framers

The Professional Picture Framers Association, (PPFA) -- a PMA member association -- will once again host a Welcome Reception and Vendor Showcase (a huge success at PPFA 2012) , on Sunday, January 27, 2013, during the PPFA 2013 Convention, concurrent with the West Coast Art & Frame Show in Las Vegas. Enjoy two hours of quality face time with hundreds of custom framers! Just $500-$825 for a 6-foot draped table, signage, drink tickets, website and newsletter promotion and more. Contact Jeff Frazine 800-762-9287 x101.

Thank you for your time and attention. Look for the next edition in the coming weeks.

Please note: previous editions of the newsletter are archived online.