

INTERGROOM, INC.  
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Last year we delivered the attendees and buyers - over 3,000 of them. Intergroom 2009 - "The Red Carpet Show" had three days of Trade Show: Friday, Saturday, and Sunday and our Exhibitors were exhausted and happy when they left for home!

This year, our **new location is Meadowlands Exposition Center, Secaucus, N.J.** We plan to have even more attendees. The 2010 Intergroom's "Grooming Odyssey Revisited" on the Red Carpet will be spectacular!

**All forms will be on line and available at our website shortly -  
[www.intergroom.com](http://www.intergroom.com)**

INTERGROOM continues to earn its world wide reputation for excellence and quality as well as the substantial buying power of its attendees. Increased advertising, in national and international magazines, in several sites on the Internet and through personal contact at grooming shows coast to coast in the U.S. and overseas attract new people from all parts of the dog and cat industry. We will continue to offer special promotional discount rates for early registration to the conference.

**We will continue our "Trade Show Only" NO CHARGE admission** (for advance registration).

Word-of-mouth advertising from our past shows continues to be our true asset in spreading news of the "look" and "feel" of our productions and we always try to give them something to talk about! We have kicked things up a notch and delivered attendees seeking virtually every of pet care product!

The exciting high tech audio and visual capabilities of the Meadowlands Convention Center enable us to continue with dynamic presentations and lighting *plus* audio introductions of each and every exhibitor. Our show Master of Ceremonies, Teri DiMarino, presenting roving infomercials in addition to show and contest announcements has proved more than successful. Teri covers the trade show floor, microphone in hand, telling the crowd about products & "specials" in each booth. This additional advertising for your products is included at **no extra charge** to our exhibitors. We sold over 165 booth spaces for the 2009 Show and exceeded 3,000 in attendance.

### **BOOTH SPACE AVAILABILITY**

Booth space is available for the three days of the 2010 show. Our **set-up day** is **Thursday, April 15<sup>th</sup>**. Applications are available at our website at: [www.intergroom.com](http://www.intergroom.com), along with a "PHASE ONE" floor plan of the convention area. Since we always receive requests for multiple booth configurations (kiosk style, etc.), the final floor plan will probably be slightly different. An up-dated plan will be sent to you with your confirmation information in March of 2010.

**You must send us your application by December 1, 2009  
to maintain a similar location at our 2010 show..**

## **CATALOG ADVERTISING**

Advertising space is also available for the INTERGROOM 2010 program catalog. **Our new format will be magazine size (8 x 10)!** With an expanded mailing list, our catalogs will be mailed in mid- January to over 13,000 grooming salons, pet shops, schools, kennels and related industry locations throughout the United States, Canada, Europe, Asia and South America. Take advantage of our 2010 Catalog Advertising opportunity. See the separate Catalog Advertising form at our website for sizes, prices and specifications. Our catalog will also be online in its entirety by the end of January.

### **PLEASE NOTE:**

***We cannot accept ads that have to be re-set, re-sized or modified.***

## **INTERGROOM ON THE INTERNET**

[www.intergroom.com](http://www.intergroom.com) has received a lot of attention over the past few years. Last year, prior to our show date, this site was receiving well over 100,000 hits per month. **Our confirmed exhibitors and advertisers** will be listed with a link to their site early in January and remain for one year. Simply provide us with your web site address!

## **TRADE SHOW PROMOTION**

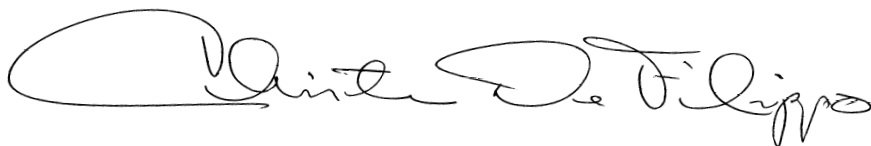
In addition to all the professional groomers who will receive catalogs and register for the three day event, we will be promoting the Trade Show to many other pet professionals. Over and above our regular mailing of 13,000 plus catalogs, as previously described, we will be sending out over 40,000 special trade show flyers to breeders, dog show exhibitors, handlers, etc. to encourage a high trade show attendance. A "reminder" post-card is mailed within one month of the Show date in appropriate areas and promoting the Trade Show especially. In addition, email announcements will be sent to a special new "Trade Show Only" mailing list we have compiled. Exhibiting companies will have an opportunity to purchase portions of our pre-show mailing list for the purpose of promoting their attendance at our Show. The Trade Show is also receiving Internet promotion on appropriate Internet sites and in the national industry magazines. As you have already noted, our **"NO CHARGE ADMISSION TO THE TRADE SHOW" will continue.**

We cordially invite you to personally join us at INTERGROOM 2010 in our new location and to advertise in our 2010 "Grooming Odyssey Revisited" catalog. We look forward to helping you present your products and services to some of the world's most talented and successful pet care professionals.

Your reservations for booth space will receive personalized acknowledgement including - in most cases - specific location on a final floor plan early in March of 2010.

Please phone, fax, or email with any questions.

Sincerely,



Christine DeFilippo  
Producer