



September 14, 2015

Attention all NWTDA Exhibitors:

We had a very successful supplier meeting on Wednesday, September 9 in Portland, Oregon. Vendors who participated in the meeting took part in a booth drawing at the end of the meeting. As a result we have sold 12 trade show booths for the 2016 NWTDA Tire Expo and we are now opening the booth sales up to all potential exhibitors.

During our planning meeting we discussed door prizes during the show for both Thursday and Friday nights. It was the consensus of the group that giving cash or gift cards during the show would peek the interests of attendees and keep them there for all four hours of the show. With that in mind, we would request that all exhibitors volunteer to be a sponsor, which would be \$100 in addition to the booth fees. The amount received from sponsor fees will go to the cash door prizes for tire dealers and their employees. We hope to have at least \$2400 to give out in door prizes over the two nights of the trade show. Exhibitors are also welcome to operate door prizes at their booth during the show..

I have included a copy of our floor plan along with a Vendor Registration form. Booths that are blocked out were those chosen at the booth drawing in Portland. After you have looked the floor plan over please give me a call to make sure the booth you selected is still available. After I have verified the availability of your booth you may fill out your registration form and mail it in with your check. Please note that we are now accepting credit cards for booth payments.

Please remember that the booths are now available on a "first-come, first-served" basis and we do anticipate that our booths will be sold out by mid- December of this year.

We are excited about this opportunity to come together as the Northwest Tire Industry and we hope to see you in Portland on February 4 & 5 of 2016.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Nordness". The signature is written in a cursive style with a large, looped "R" and "N".

Richard Nordness