



OUT-OF-TOWN DISTRIBUTORS

2017 EXPO

April 11-12, 2017

Overland Park Convention Center

SPECIAL OFFER: \$20 per person subsidy for groups outside the Kansas City Metro Area.

Dear Distributor Partner,

Our Triennial Trade Show will be held on April 11-12, 2017, and we look forward to your continued support. Distribution is the critical link between suppliers and the contractor/end user community. We are making every effort to inform and update that target group in our evolving industry and know that with your help we will be successful. We would also encourage you to seek out your key suppliers to make sure that they are represented in the show, supporting your local efforts. An attendance brochure is attached regarding the Expo.

We realize it is expensive to travel to Kansas City and we would like to share in the cost of transporting your customers (60 miles outside the Kansas City metro area). We are offering a subsidy of **\$20 per customer** with a minimum of 10 people. Special consideration will be given to groups of 40 or more if funds are available. This is a limited offer available on a first-come, first-served basis. We ask that you complete the attached form; listing attendees for pre-registration. The badge confirmations will be emailed to you (or the attendee, if you wish) in advance, avoiding any wait once you arrive to The Expo. Deadline for reservations is **Friday, March 31, 2017**.

If you have any questions at this time, please contact Kim Weitzel, (816-561-5323; kweitzel@westerneda.com) at the Electric League office to take advantage of this special offer.

Sincerely,
Jeff Taylor, Chairman
2017 Trade Show Committee

Enclosure



OUT-OF-TOWN DISTRIBUTORS GROUP REGISTRATION FORM

2017 EXPO
April 11-12, 2017

Please complete the information below to register your group that is traveling from outside the Kansas City Metro Area. The Electric League will reimburse the sponsoring company \$20 per person for each attendee that is present. Reimbursement checks will be mailed within 30 days of the conclusion of the 2017 Expo.

Complete the registration form below so we can pre-register your guests. We will supply you with an online confirmation that will allow each of your guests to scan at the onsite kiosk for a printed badge and skip the registration line.

DEADLINE: Friday, March 31, 2017

GROUP NAME: _____

PRINT CLEARLY

FIRST & LAST NAME	COMPANY NAME	EMAIL ADDRESS	\$20
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓
_____	_____	_____	✓

Main Contact and Reimbursement to be Sent to:

Name: _____ Company: _____

Full Address: _____

Phone: _____ Email: _____

RETURN TO:

Electric League, P.O. Box 419264, Kansas City, MO 64141
kweitzel@westerneda.com; 816-561-1991/fax