



February 22, 2016

Dear XXXX,

We invite you as a 2016 exhibitor to reserve a booth for 2017. This offer is a benefit extended exclusively to our current year "primary" contracted exhibitors.

Your Company is in pre-sales letter group "X." A link to our online pre-sales application/agreement will be emailed to you, as you are the contact on file, on **xx/xx/xxxx**. It will include booth/application instructions, terms and conditions including insurance requirements, and general symposium information. You will have until 5 pm (PT) on **your due date xx/xx/xxxx** (12 days) to complete the application.

A 50% deposit will be required at the time the application is completed. The remaining balance will be due on or before August 1, 2016. The booth location will be confirmed within two weeks of the deadline for your pre-sales group, which is **your due date xx/xx/xxxx**. **However, booth locations cannot be confirmed until the 50% deposit has been received.**

If we do not receive your application by the deadline above, you forfeit your place in the pre-sales process and we will proceed with the next group. Booth assignments for applications received after **your due date xx/xx/xxxx** but prior to the end of pre-sales (July 13, 2016) will be processed based on availability.

For your reference, please click here to view a complete list of all companies' points, group letters and application distribution date. **Please keep in mind that it is not possible to guarantee you will have the same booth in 2017 that you occupied this year due to the points system.**

We look forward to your continued participation in our joint efforts for another successful show. If you have any questions, please do not hesitate to call or email me.

Best regards,
Jen

Jen Smalley
Event & Trade Show Coordinator
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