

AGTA Member Preferred Pricing Program

A common directive we hear at AGTA from our exhibitors is to create more loyalty and business from AGTA member buyers. We surveyed the exhibitors about the idea of a preferred pricing program for these buyers to help our exhibitors compete with established buying groups, and it was met with a positive response. So, AGTA will launch the **AGTA Member Preferred Pricing Program** at the 2012 AGTA GemFair™ Tucson. This program will only be offered in Tucson, but could be expanded based on feedback from you after the show.

AGTA Preferred Pricing Program:

- Participating exhibitors agree to provide a 5% line item consideration to AGTA Member buyers – who will be identifiable with special badges
- Participating exhibitors will be identified with special booth signage, listings in the AGTA Show Directory, signage throughout the show and in mailings to buyers prior to the show
- This program is completely voluntary

What this means for you:

- An incentivized group of buyers at the Tucson GemFair
- Additional recognition to participating exhibitors with booth signage, show signage, show directory listings and pre-show mailings
- A more loyal group of buyers
- A tangible benefit to encourage more buyers to become AGTA members
- Another reason for buyers to attend the AGTA GemFair™ Tucson

AGTA Member Preferred Pricing Program Commitment

Yes, I would like to participate as an exhibitor in the AGTA Preferred Pricing Program by offering a 5% line item discount to all AGTA Member buyers at the AGTA GemFair Tucson.

No, I do not want to participate in the Preferred Pricing Program.

Name: _____

Company: _____ Booth #: _____

Fax this form to 214-742-7334 or email to shows@agta.org