

Dear Exhibitor,

We look forward to seeing you in Puerto Rico and again thank you for supporting INTERPHEX Puerto Rico.

As you know, we continuously seek feedback on how we can make your show experience even better. A common theme of recent exhibitor feedback is a request for greater choice and flexibility around booth location selection and more pricing options.

Based on this feedback, we have developed a new pricing approach for the **2012 INTERPHEX Puerto Rico Show** that puts you in control and offers greater value and flexibility. You will have the opportunity at the 2011 Show to choose a booth space at a price point and location that best meets your company's needs. You may select your preferred booth location for the 2012 INTERPHEX Puerto Rico Show based on your priority points* at your Onsite Space Selection Appointment on the first day of the show. If you prefer to wait until after the first day of the show you can select any time during show hours on a first-come, first-served basis.

Key benefits of this new pricing approach are:

- A more efficient and clear booth selection process to allow for a *wider variety of choices for you*
- Ability to request the booth location you want – *you can remain in your existing area, or explore opportunities to move to a location you believe to be more desirable*
- An expanded number of price points based on the booth location you select – *you can pay more or less than this year based on the location you choose*
- Renewal Pricing can apply at the Show – *your reward for your loyalty to the Show*

The cornerstone of our new program puts you in control. It's your CHOICE.

*Priority Points are determined by the number of consecutive years that your company has exhibited at INTERPHEX Puerto Rico.

INTERPHEX Puerto Rico 2012 will be held October 4-5, 2012 at the Puerto Rico Convention Center in San Juan. NEW FOR 2012: As explained in our introductory letter, the floor plan has a range of price points based on specific positions and configurations. For example, spaces on the main aisle, front of Show and corner locations, are established as having premium value, as opposed to spaces in the central or peripheral aisles.

YOUR SPACE SELECTION CHOICES:

A signed agreement and a 30% deposit are required to secure your space. Please see payment options provided below.

Choice #1 - At Show On-site Selection – October 20-21, 2011 (Booth #235) (**RECOMMENDED**)

- Renewal pricing will be available to exhibitors who elect to renew on-site.
- Select during your Onsite Space Selection Appointment (you will need your assigned date & time please refer to email you received with this information or contact your sales rep) to secure the best possible pricing and location. Your Onsite Space Selection time is based on your priority point total.
- If you choose not to select space during your Onsite Space Selection appointment, you can select space any time during show hours after the first day of the show on a first-come, first-served basis .

Choice #2 – Post-Show (After October 21, 2011)

- Space will be subject to availability on a first-come, first-served basis and will not be based on priority points.
- Renewal pricing for existing customers will be available only until November 21, 2011.
- Beginning on November 22, 2011, **ALL** booths will be subject to post-show pricing.

***Post-selection Pricing will apply to ALL booths not contracted with a 30% deposit on November 22, 2011.**

PAYMENT OPTIONS:

AT SHOW ON-SITE:

Please bring your signed agreement and deposit to the INTERPHEX Puerto Rico Sales booth #235 on the show floor. Payments can be made on-site by credit card or by check payable to INTERPHEX Puerto Rico 2012.

POST-SHOW:

For Post-Show, please fax your signed agreement and make your deposit payment within thirty (30) days after you receive the agreement from your sales representative.

Deposit payments can be made online at www.reedepay.com – enter your customer i.d. (provided above) and invoice number 047312.

Or, send a check made payable to: "INTERPHEX Puerto Rico 2012"

Send to: Reed Exhibitions, Attn: INTERPHEX Puerto Rico 2012,

P.O. Box 7247-7585

Philadelphia, PA 19170-7585

If you have any questions, please contact your sales representative.

Pete Zezima

Group Sales Director

Phone: 203-840-5447

E-mail: pzezima@reedexpo.com

Todd Sheahan

Sales Executive

Phone: 203-840-5397

Email: tsheahan@reedexpo.com

Sofia Gakopoulos

Director of Strategic Accounts

Phone: 203-840-5928

Email: sgakopoulos@reedexpo.com

Edward Williams

Sales Executive

Phone: 203-840-5319

E-mail: ewilliams@reedexpo.com