

VARIETY DISTRIBUTORS INCORPORATED

609 7th Street
Harlan, Iowa 51537-0728
Phone: 712-755-2184
Fax: 712-733-5299
www.varietydistributors.com

REGISTER ON-LINE

Go To: www.varietydistributors.com
Click on Special Events tab
Click on Exhibitor Registration tab



December 3, 2010

Dear Valued Exhibitor:

As you may know, Variety Distributors celebrates 65 years in business in 2011. While it has never been easy, Variety Distributors is only one of a few full line general merchandise distributors selling to independent retailers. Ever since our founding, Variety has been a co-op and most of our customers are Member Stock Owners of the company. Ten years ago we established Non-Equity Membership, allowing stores to purchase from us without buying stock in the company. And beginning next month, Variety Distributors will once again change course.

Beginning in January we will initiate an aggressive direct mail campaign to over 75,000 independent retailers throughout the United States. These independent stores, including pharmacies, grocery stores, lawn & garden centers, gift stores, independent hardware stores and others, will be able to purchase from our warehouse and Seasonal programs. What's this mean to you? Potentially, more stores buying through our warehouse and Seasonal Programs. Possibly, many, many more stores!

The Variety Distributors 2011 Annual National Show will again return to the KCI Expo Center in Kansas City, MO., two weeks earlier this year, beginning on Thursday, April 14th through Sunday, April 17th. Included on the Special Events page of our website is an Exhibitor Registration form, 2011 Show Fee Invoice /Contract /Credit Card form and a Show Specials form. All forms may be completed and submitted online or you can download the forms attached and return by email, fax or mail. A facility layout is also attached and included on the Special Events page.

SHOW SET-UP & FREIGHT

Exhibitors may begin setting their booths at 8:00 AM Thursday, April 14th. Move-in and set-up must be completed no later than 5:00 PM. This is a non-union facility – you may load in and out your own booth samples; however, all loading must be through the rear (north) loading area. **Note: If you need more time for move in, you must receive prior permission from Bret Anderson.**

Freight

Liberty Exposition Services will handle show freight and booth accessories. When shipping freight you have two options:

- 1.) By far the easiest and safest option to assure your samples are in your booth/seasonal showroom at the KCI Expo Center when you arrive for set up, is to ship to Liberty Exposition Services. Liberty's advance warehouse will accept freight from March 14, 2011 to April 11, 2011. Please use the address listed below:

LIBERTY EXPOSITION SERVICES

**c/o Yellow Freight Systems
233 S. 42nd Street
Kansas City, Kansas 66106
sparretta@libertyexpo.com**

- 2.) You may also ship your freight directly to the facility. Liberty will accept your freight and deliver it to your booth and load your freight out at the conclusion of the show. You will incur freight handling charges from Liberty. If you choose this option your freight must arrive at the facility on Wednesday or Thursday, April 13th or 14th. The show site address is:

**KCI Expo Center
11730 N. Ambassador Drive
Kansas City, MO 64153
Ph. 816-891-7694**

Due to liability concerns, freight arriving prior to the receiving window will be refused. Your outgoing freight must be picked up no later than Monday, April 18th. For additional information on Liberty Exposition Services please see their welcome letter on the Special Events page of our website.

EXHIBITOR REGISTRATION

All the forms you need to register for this Show are on our website on the Special Events page: The Exhibitor Registration form, 2011 Show Fee Invoice /Contract /Credit Card form and a Show Specials form.

Exhibitor Registration Form – Deadline February 4th (PLEASE TRY TO SEND IMMEDIATELY)

On the top of this form please type or print your company name, your name, and your address, phone and e-mail address. All follow-up information, including booth assignment(s) will be sent to the email address or mail address you indicate here. In an attempt to increase the efficiency of forwarding show information to you in a timely manner, email will be our preferred means of communication. However, if no email address is provided, US Mail will be used to forward pertinent information.

Indicate the number of booths you require and your choice of End Cap, Power Aisle or Standard booths. Each booth receives one free 8' table, two chairs, a wastebasket and booth sign. There is no limit to the amount of booths you can reserve; however, you can represent no more than four companies per booth. Please inform Liberty of any special materials/ adjustments needed at your booth.

Booth signs are to list only those companies being exhibited at the show. If you are a manufacturer's representative, sign must show the companies you are representing - do not list your representative company. Booth signs contain 44 characters and spaces each. Remember, you receive one free sign per booth and additional signs can be ordered from Liberty.

It is very important to designate your general merchandise category on the registration form as the show floor is arranged accordingly. Please select the category that best serves the company(s) you will be exhibiting. Please list all the companies you will be exhibiting and a brief description of the product line. This information will be included in the Member's Show Book. Indicate if the company ships drop ship, pool or both.

Name badges will be prepared for all Exhibitors. List the people exhibiting in your booth(s) and the company they represent.

2011 Show Fee Invoice /Contract /Credit Card form– Deadline February 4th

Regardless of your method of payment, this form must be completed and returned; you will not be registered until we receive this completed form. Please indicate the quantity and booth description. Please tell us if you require additional lunches on Friday or Saturday – you receive one free lunch per booth. Please mark any sponsorships. Please sign and date the Show Registration Contract. Please indicate how you will pay for your Show Fees. Please complete the Credit Card information if applicable.

Show Specials Form – Deadline February 4th

Please complete the Show Specials Form and list the Show Specials for your company(s). Please detail the Show Specials for each company you are featuring. This information will be included in the Member Show Book, subject to approval by your Buyer.

- **New** Do you wish to have your company/ product considered for a three minute presentation by you to 300+ people attending the Million Dollar Breakfast on Friday morning, April 15th? Cost is \$200*, includes breakfast. Only 10-12 Exhibitors will be chosen to participate. Summarize your proposal on the Show Specials Form and check the "Vendor Breakfast Presentation" on the Show Fee Invoice. Remember – this is subject to Merchandising approval. *Cost goes toward prizes for drawing (must be present to win).
- A fantastic way to create excitement with tangible merchandise in your booth at the show! The idea behind this concept is to attract new buyers to your booth! Your Booth Bargain Coupon should be a physical, tangible item - save your freight discounts and drawings for show specials. Feel free to submit one coupon per vendor. Remember, the coupons are only redeemable at your booth. These specials will be sent to stores in the form of a coupon book prior to the show. At the show, stores will submit the coupon to the Exhibitor and receive the coupon pricing on the selected items. VDI will have the final decision regarding which specials will be offered in the Booth Bargain Coupon Book. Please describe your Booth Bargain Coupon on the Show Specials Form and return no later than **February 4th**.
- Do you have item(s) you wish to be considered as "Buyer Recommended"? These items will be included in the Member Show Book, subject to Buyer approval. Summarize your proposal on the Show Specials Form.

- The Show Specials Form includes an example of how every exhibiting company will be listed in the Member Show Book. We will list your company(s) everyday, regular Drop Ship terms, including minimum, payment terms, freight information and discounts. It is your responsibility to complete the company name, the product line, the Show Special terms and check if your company also writes pool orders through the warehouse. If you leave the Show Terms column blank, that's how it will appear in the Show Book; if you don't write any orders, you have only yourself to blame.

Drop Ship Order Forms – Deadline March 18th

VDI invites you to participate in our Drop Ship Order Program. Drop Ship Order Forms will be sent to ALL stores whether they attend the show or not. If you are a company representative or a manufacturer's representative, you may prepare a Drop Ship Order Form for all the companies you represent, providing you meet our minimum requirements.

(1) Minimum net 60 day dating, net 90 day preferred, (2) Majority of the items on the form will reflect "Show Special" pricing, (3) Store order deadline 30 days after the show or May 20, 2011, (4) Must submit form information no later than March 18, 2011 deadline.

Also, Drop Ship Order Forms can be prepared for companies not exhibiting at our show, with your Buyers permission. All exhibiting companies are expected to offer lower show special drop ship dollar minimums. Please specify both regular drop ship terms and show special drop ship terms.

If you are interested in preparing a Drop Ship Order Form for your company(s), request the form by email only from banderson@varietydistributors.com. A blank Drop Ship Order Form will be sent in Excel for you to cut/ paste your information and email back to VDI.

Variety Distributors is heavily promoting our relationships with drop ship vendors. By participating in the Drop Ship Order Form opportunity, you are gaining valuable exposure and increased sales. But remember – our Members also attend all the major Hardware Distributor Shows and Grocery and Pharmaceutical Shows. VDI must receive the same or better deals.

Additional Exposure –

Spiff Money: Our busiest show Exhibitors are those who pay spiff money. This is money Exhibitors give to stores when placing orders meeting the minimum requirements. You provide the Spiff Money and pay it out in the way you see fit – you have control over the output of incentive cash. Even though our stores know that Spiff Monies are built into the cost of the product, they still like earning instant cash (or checks) and having it placed in their hands just for placing orders.

Promotional Discounts, Drawings & Giveaways: Variety Distributors strongly recommends the maximum promotional discounts. Our busiest Exhibitors recognize that drawings and giveaways are also a cost-effective way to draw customers to their booth.

New Item Showcase: Variety Distributors features a New Item Showcase display area. This is excellent exposure for your merchandise and an outstanding opportunity to attract customers to your booth. It will be your responsibility to provide a sample at no charge in the new item display area (limit of one new item per company). Bring the highlight of the new products for your company(s) to the show; a buying fact sheet card to promote your item(s) will be available at registration. Again, bring these samples to the show; **do not** send samples to Harlan. These samples will be given to our stores as door prizes at the conclusion of the show.

Pre-Show Advertising: Product catalogs may be sent to our stores prior to the show - please contact me for details. Company literature will be sent to our stores with our next regular mailing prior to the show or with a regular warehouse order. Please send your information Attention: Print Room - Sharon Gross. The bill back charge is \$50.00 for a one-piece flyer or \$150.00 per each 8 ounces for catalogs/ price lists. Pre-show mailing materials must be received prior to March 5, 2010.

Sponsorship: Exhibitors wishing to capture additional exposure may wish to sponsor one or more of the opportunities below. You will be recognized on a special page in the Member Show Book and special Show signage.

Sponsor daily beverages - \$50.00

Sponsor Thursday evening Welcome Meeting appetizer buffet - \$100.00

Sponsor Friday Million Dollar Breakfast- \$250.00

Sponsor Friday lunch - \$250.00

Sponsor Friday night casino shuttle- \$100.00

Sponsor Saturday lunch - \$250.00

Sponsor Sunday continental breakfast - \$ 150.00
Sponsor free lodging for VDI members - \$100.00

REMINDERS:

- Exhibitor presence is recommended after the Welcome Meeting on Thursday from 7:00PM to 9:00PM.
- On Friday and Saturday, an invitation to enjoy a complimentary lunch, including beverages, is extended to all Exhibitors, as well as a continental breakfast on Sunday morning. Exhibitors receive one free lunch ticket per booth for each day. Additional tickets may be purchased for \$13.80 each on the Show Fee Invoice.
- All Show payment arrangements are required before participation is allowed at the show.
- Please have the necessary sales and support materials available at the show to field any questions by our stores.
- Dress code is business casual, company logo shirts are acceptable.

EXHIBITOR HOTEL

The Four Points by Sheraton Kansas City Airport, conveniently located minutes from the Kansas City International Airport and located across the street from the Expo Center has been selected as the exclusive hotel for VDI Exhibitors. A Show Special room rate of \$72 is available; cut-off is March 24th. This Property is 100% Non-Smoking.

- **The Four Points by Sheraton Kansas City Airport** - 11832 NW Plaza Circle - Kansas City, MO. 64153 - Phone: (816) 464-2345

Please give our Exhibitor Registration forms your prompt attention and return promptly. After we receive your registration we will send you your booth assignment(s) and additional Show information. We look forward to welcoming you to the 2011 Variety Distributors Annual National Show!

Bret Anderson
Customer Service Manager/ National Show Coordinator
Variety Distributors Incorporated
609 7th Street
Harlan, IA. 51537
Direct Phone: 712-733-5272
Direct Fax: 712-733-5299
Email: banderson@varietydistributors.com

EXHIBITOR ITINERARY

Thursday, April 14th

8:00 AM to 5:00 PM – KCI Expo Center Exhibit Floor open for set-up
3:00 PM to 3:30 PM – Exhibitor Meeting (attendance required)
7:00 PM to 9:00 PM - Exhibit Floor open for viewing – optional vendor presence/ appointments

New
Time → **Friday, April 15th**
9:00 AM to 6:00 PM – Exhibit Floor open for shopping – ALL Exhibitors required to be present
8:00 AM to 9:00 PM – VDI Seasonal Showroom open
11:00 AM to 12:30 PM - Complimentary Lunch
6:00 PM to 9:00 PM – Exhibit Floor open – optional vendor presence/ appointments

Saturday, April 16th

9:00 AM to 5:00 PM – Exhibit Floor open for shopping – ALL Exhibitors required to be present
8:00 AM to 9:00 PM – VDI Seasonal Showroom open
11:00 AM to 12:30 PM - Complimentary Lunch

Sunday, April 17th

9:00 AM to 12:00 PM – Exhibit Floor open for shopping – ALL Exhibitors required to be present
9:00 AM to 12:00 PM – Seasonal Showroom open for shopping
9:00 AM to 10:00 AM - Complimentary Continental Breakfast