



July 6, 2010

Dear Member:

On Wednesday, September 15<sup>th</sup>, Variety Distributors 2010 Annual National Fall Show opens for business. This years Show will again be held at Harrah's Casino & Hotel in Council Bluffs, Iowa. We cordially invite you to accept our invitation to attend.

The Variety Seasonal Showroom will be available for shopping on Tuesday afternoon, at 3:00 PM, for those of you arriving early. The Showroom will remain open until 9:00 PM both Tuesday and Wednesday. You will also be able to preview the vendor booths on Tuesday night from 7:00 to 9:00 PM. The Show "Officially" opens at 8:00 AM Wednesday morning. There will also be a Facebook Seminar on Tuesday afternoon and a Welcome Reception early Tuesday evening.

**Tuesday, September 14<sup>th</sup>**

2:00 P.M. to 4:00 P.M. – Facebook Seminar – Stir Lounge  
3:00 P.M. to 9:00 P.M. – Seasonal Showroom Open  
5:00 P.M. to 7:00 P.M. – Welcome Reception – Stir Lounge  
7:00 P.M. to 9:00 P.M. – Vendor Booth Preview

**Wednesday, September 15<sup>th</sup>**

6:00 A.M. to 9:00 A.M. – Private Breakfast Buffet – Stir Lounge  
8:00 A.M to 6:00 P.M. – Exhibitors Booths Open  
8:00 A.M to 9:00 P.M. – Seasonal Showroom Open  
11:00 A.M. to 2:00 P.M. – Complimentary Buffet Lunch – Fresh Market Square

**Thursday, September 16<sup>th</sup>**

6:00 A.M. to 9:00 A.M. – Private Breakfast Buffet – Stir Lounge  
8:00 A.M to 2:00 P.M. – Exhibitors Booths Open  
8:00 A.M to 2:00 P.M. – Seasonal Showroom Open  
11:00 A.M. to 1:00 P.M. – Complimentary Buffet Lunch – Fresh Market Square

Prior to the Show you will receive the following 2011 catalogs: Valentine, Easter, Spring & Summer and Lawn & Garden. You will also receive selected a listing of all Show Exhibitors in alphabetical and numerical booth order, including a venue layout and Buyers Specials Coupons. The Seasonal Catalogs will detail all the items on display in the Seasonal Showroom; the Showroom is laid out in exact sequential order as the catalogs.

Bring your catalogs with you to the Show, as we will have a limited number of extras on hand. Four wheeled Showroom carts are available, free of charge, to hold your books and provide a writing surface. You will use your Seasonal Catalogs to pool your orders for shipment through the warehouse, whether you attend the Show or not.

You can also look forward to:

**160' of Planograms** Order a Deal – Get a **CASH** Spiff! This is everyday product stocked in your warehouse. Order a planogram that includes a picture of the layout and listing of the items, bar codes, store cost and retail. Take your order receipt to Registration and receive the cash spiff for the POG. You can literally pay for your trip this way!

**Booth Bargain Coupons** from our vendors with that one **WOW!** Item you don't want to miss.

**Store Development** booth to assist you in all your in-store needs.

**Free Buffet Lunch** Wednesday and Thursday; Coffee, hot tea and water all day long.

**New Item Showcase.** See the Best New Products from our Exhibitors.

**Closeouts & Pallet Buys** – Pallet Buys contain \$400-600 of merchandise and then discounted to a minimum bid. If you win the bid, the pallet is yours!

**New Warehouse Item On Display** All items added since April.

Attached is the 2010 Annual National Fall Show Registration form, including space for your printed or typed name badge information. On the Registration form, please tell us how many lunch tickets you will need; indicate if you'll need an electric scooter; tell us how many will attend the Facebook Seminar and how many will attend the Welcome Reception.

Please make you hotel reservations at Harrah's Casino and Hotel by **August 8, 2010** to get our Group Rate of \$69.00 + 12% Tax per night. Phone 1-800-HARRAHS (427-7247) to make your reservations. Or email me for a reservation "link".

\*\*\*\*\*THIS IS IMPORTANT\*\*\*\*\*

- **VDI is paying for your Harrah's hotel room on Tuesday night only.** When making your reservations, use our Group Code **SO9DIS2**.
- If you are also staying Wednesday night (or only Wednesday night), you need to give Harrah's the Wednesday Group Code **SO9VDI2** to secure our discount.
- Remember, our vendors will be trying to book rooms too, so make your reservations promptly. Otherwise, you might get bumped to an outside property at a higher rate and limited shuttle access to Harrah's.
- Valet parking at Harrah's is FREE!

Now, just a little bit about my hometown of Omaha, Nebraska, located just across the Missouri River from Harrah's. Omaha's Eppley Airfield is five miles from Harrah's and their shuttle will pick you up. A Courtesy Phone is in Baggage Claim. Airlines serving Omaha are American, Continental, Delta, Frontier, Midwest, Northwest, Southwest, United and US Airways.

If you choose to park yourself at Harrah's, they have several eating establishments, including 360, where the food is scrumptious and the rooftop views are fabulous. If, however, you choose to take in Omaha's Old Market which is loaded with quaint boutiques and shops and restaurants and bars, Harrah's Bell Desk will arrange free transportation. Stay an extra day and take in Omaha's Henry Doorly Zoo, ranked as the 3<sup>rd</sup> most prestigious zoo in the United States. For you outdoorsy folks, Bass Pro Shop is a mile away. Or, drive 50 miles east to Harlan, Iowa and tour your warehouse!

We look forward to welcoming you to Harrah's, Council Bluffs, Iowa and your 2010 Annual National Fall Show!

Sincerely,

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