



THE 2nd Annual Cross-Sector
Commercial Real Estate
Trade Show

It's not about who you know...

crest
EXPO
2012



crest EXPO

MARCH 30, 2012

Supporting and serving the D/FW market

Market, promote and position your company for success!

In the best of economic times, you need a medium to set yourself apart from the competition. In leaner times, you need a medium that gives you broad exposure, yet costs less. In the good times and the bad, trade shows offer the best answers and the most potential.

- + Generate/develop leads; meet potential customers.
- + Make immediate sales.
- + Enter a new market.
- + Meet buyers face-to-face and build personal trust.
- + See customers not normally called upon.
- + See buyers not usually accessible.
- + Reinforce your company's image.
- + Create a positive 'buzz'.
- + Be seen above the competition.
- + Highlight value-added services.
- + Reach customers at a low cost per lead.
- + Be compared with competition.
- + Learn customers' perceptions and problems.
- + Get product/service feedback.
- + Shorten the buying process.
- + Uncover unknown buying influences.
- + Reach unknown prospects not being contacted.
- + Support current customers.
- + Reinforce sales efforts.
- + Expose/introduce new employees to the industry.

...it's about who knows **YOU.**

when?

**MARCH 30, 2012
10AM - 5PM**

With extensive educational offerings throughout the day (more info at crestexpo.com).

where?

**THE DALLAS
CONVENTION CENTER**
650 South Griffin Street
Dallas, TX 75202

why?

**OPPORTUNITY. OPPORTUNITY.
OPPORTUNITY.**

Network between industry professionals (a projected attendance of more than 2,500) representing associations within the commercial real estate industry!



marketplace.

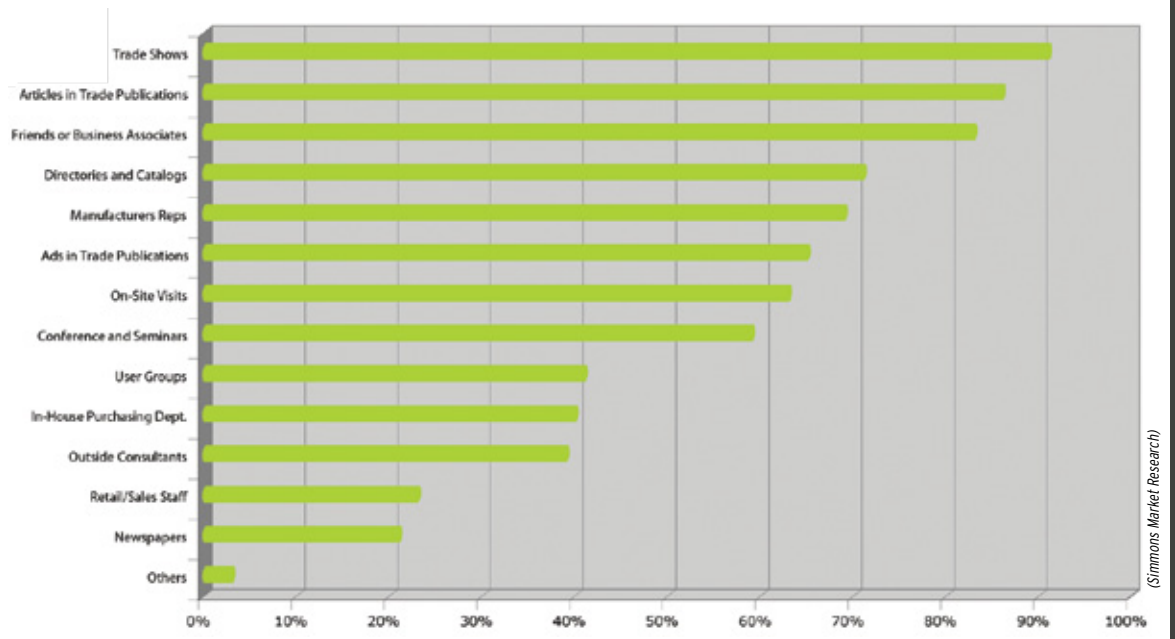
Why exhibit at a trade show?

Trade shows are a powerful, time-efficient, cost-effective and profit-generating component of a marketing mix. They make good business sense because, if done properly, they can deliver more qualified leads than any other medium.

- Buyers rate trade shows as the number one source for purchasing information in manufacturing, retail and services industries - even higher than trade magazines and personal sales calls. *(Simmons Market Research)*

Who attends?

Professional and affiliate members from more than 25 associations - office and building owners and managers, retail, industrial, educational and hospitality professionals, corporate real estate brokers, asset managers, economic development officers, construction managers, lawyers, bankers, environmental specialists, project managers, architects, engineers, leasing agents, interior designers, appraisers, developers, title company representatives, energy consultants, and many more!



- A salesperson can contact more prospects in one day at a trade show than in 3 months of sales calls - and those leads result in more meaningful follow-up calls (because those calls are expected). The cost to identify a prospect at a trade show is a small fraction of the cost by any other means.
- The overall cost of 'closing' a sale initiated at a trade show is far below the cost of closing a field sale. It significantly abbreviates the sales process AND eliminates many of the costs involved in "prospecting".



PLAN AHEAD. THINK BIG.

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THOUSANDS OF
REAL ESTATE
PROFESSIONALS



Networking...

- + is how we select our vendors and suppliers;
- + is how we get referrals - new clients, new customers;
- + is one of the primary reasons we choose a professional association and one of its primary values;
- + is one of the most important values of a trade show.

What does "cross-sector" mean?

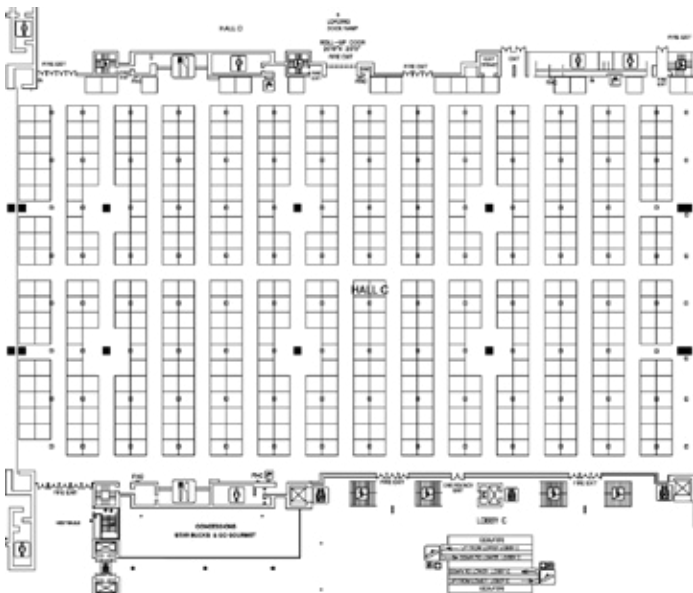
- + Building Owners and Managers Association (BOMA)
- + Institute of Real Estate Management (IREM)
- + Certified Commercial Investment Members (CCIM)
- + International Facility Managers Association (IFMA)
- + National Association of Women in Construction (NAWIC)
- + Texas Association of Physical Plant Administrators (TAPPA)
- + International Interior Design Association (IIDA)
- + National Association of Industrial Office Professionals (NAIOP)
- + North Texas Association of Energy Engineers (NTAEE)
- + American Society of Heating, Refrigerating & Air-Conditioning Engineers (ASHRAE)
- + American Institute of Architects (AIA)
- + General Contractors Association (TEXO)
- + Commercial Real Estate Women (CREW)
- + United States Green Building Council (USGBC)
- + Society of Industrial and Office Realtors (SIOR)
- + American Society of Interior Designers (ASID)
- + Association for Facilities Engineering (AFE)
- + ... AND MORE!

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Location. Location. Location.

The most important factor in selecting a site, so important in fact that you're 'supposed' to say it three times.



INFORACK™



PASSPORT

THE DALLAS CONVENTION CENTER

650 South Griffin Street
Dallas, TX 75202



Need we say more? Reserve your booth today.



Company _____

Main Phone _____

Address _____

Association Memberships _____

Official Contact _____

Direct Phone _____

Email _____

Booth # _____

Exhibit Space Rates

	On or before 10/31/11	On or after 11/1/11
Network Affiliates*	\$990	\$1,150
Non Affiliates	\$1,150	\$1,280

* Network affiliate rates are for members of associations that have signed up to be part of the network. As of May 15, 2011, Network affiliate associations are AFE, AI, AIA, ASID, BOMA, CCIM, CREW, IIDA, IREM, NAWIC, NTAEE, TEXO, and USGBC. This rate is also applicable to non-profit and not-for-profit entities. Encourage your professional association to join the Network before January 2012 to benefit from the Network affiliate rate.

• There is a premium charge for aisles and end caps. To ensure a diverse representation of the various industry segments, the number of booths allowed for each category of service provider will be limited.

Total Number of Booths _____ Total Amount Due \$ _____

Name (as it appears on card) _____

Billing Address _____

PAYMENT Visa Mastercard AmEx

Credit Card Number _____

Expiration Date _____ Security Code _____

Cardholder Signature _____

I authorize crestEXPO to charge my credit card for the above amount for the charges related to my company's participation in the tradeshow.

I certify that I am authorized to sign for the company and understand that I will be invoiced by email. I agree that my company will tender payment (by check or credit card) within 30 days of invoice and that a faxed or emailed copy of this signed agreement shall be as binding as an original. Any cancellation prior to September 30, 2011 shall be subject to a 50% penalty, and must be communicated in writing to show management at the address below; cancellations after that date shall not be entitled to any refund. Company understands that its property must be removed from the show site before 11:59 PM on March 30, 2012 and that management shall not be liable in any way for removal or storage of these belongings necessitated by company's failure to remove same. Company also agrees that it shall not break down or vacate its booth space prior to the prescribed closing time of the event and that, if it does so, it will tender to crestEXPO 10% (of its total booth(s) fee) as a penalty therefor within seven (7) days. Further, company will pay reasonable legal fees and court costs incurred in collecting such penalties together with 1.5% per month interest should same be necessary. The laws of the state of Texas shall cover this agreement.

By signing below, I acknowledge that I have read the terms/conditions and rules (on www.crestexpo.com/rules) and agree to abide thereby.

Print Name _____ Title _____

Signature _____ Date _____

Each Exhibit Space Includes...

- + 10' x 10' booth with 8' back wall drape and 3' side drape (for in-line booths)
- + Booth identification sign
- + Company description in the show guide provided to all attendees
- + 5 exhibitor registrations per booth
- + One 6' draped table, two chairs and one trash pail
- + The Exhibitor's Handbook (on how to maximize the benefits of a trade show)
- + Literature in the InfoRack™



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