

## ***Section 12: Show and/or Pallet Specials***

Offer a Great Show Special - REMEMBER...this is a Buying Show

It is no secret that one of the key components to our shows success is the “show special”. These “specials” drive attendance to the show and to your booths. Each year we hear of exhibitors having record sales and they attribute that to their show specials. The rules are simple: ***available only to those retailers attending the show; available for the 2 days of the show; any pre-show marketing of specials must NOT include pricing; and non-exhibiting associate members must not offer any show specials. The integrity of the WRLA Buying Show relies on these rules being followed and they will be closely monitored.***

The WRLA Show Committee has been promoting this buying show, encouraging building supply retailers throughout the region to attend, stressing the value in meeting suppliers, seeing new products and taking advantage of show specials. Our survey's show, the number ONE reason Retailers attend this Buying Show is for excellent show specials – so please offer one and you won't be disappointed.

### **Pallet Specials**

We also provide space to promote “Pallet Specials”. Reserve your spot now as space is limited. Contact Caren if you would like our logo or have any questions at 800-661-0253 ext. 3 or [ckelly@wrla.org](mailto:ckelly@wrla.org)

- ❖ Designated area in Hall D for Pallet Specials – reserve your space now!
- ❖ Email a copy of your Sell Sheet with pricing (see sample)
- ❖ We will send all the Pallet Special Sell Sheets to all retail attendees
- ❖ Bring printed Pallet Special Order Forms to be placed with your Pallet



The rules are simple: Offer your best price break on your pallet specials! ***ONLY available to attending retailers and for the 2 days of the show; The WRLA will send out your pallet specials to all retail attendees at least 1 week prior to show***