

Section 16: Pallet Specials



REMEMBER...this is a Buying Show...offer a Pallet Special

It is no secret that one of the key components to our shows success is the “show specials”. 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 specials. The WRLA Show Committee promotes this event as a buying show, encouraging building supply retailers throughout Western Canada to attend, stressing the value in meeting suppliers, seeing new products and taking advantage of the specials.

New this year, we would like to offer you the 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

- Designated area in Hall C for Pallet Specials – reserve your space now!
- Promote your pallet special by completing this form and **attach a copy of your Sell Sheet with pricing**
- We will send all the Pallet Special Sell Sheets to all retail attendees



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*



Please complete and fax to 204-957-5195 or email to ckelly@wrla.org no later than December 6th, 2013

Company _____ Booth(s) #: _____

Contact at show: _____ cell # _____

Pallet Special – Product(s) Name: _____

Describe your special? _____

What's the Deal? _____

Have you attached your sell sheet in PDF format? _____

At the Show; have your pallet specials delivered to Hall C designated area, with your Sell Sheet Order Forms.

Submission Deadline December 6, 2013