

2015 WRLA Buying Show Retail Attendees

January 22 & 23, 2015 - BMO Centre, Calgary, AB



2015 WRLA BUYING SHOW UPDATE!

If you have already registered for the Show, thank you, if not, you can register online by typing this link into your web-browser: www.wrla.org/buying-show click on the “Click here to register for the 2015 WRLA Buying Show Now” Please read the “Show Admission Policy” which can be found on the same page. Don’t forget to book your Hotel Rooms on this page www.wrla.org/hotels-and-travel - check with your buying group to see if they have a Group Code (if not just hit next) and proceed. Be sure to check out the interactive Floor Plan www.wrla.org/about-the-show/floor-plan which goes into mobile mode on phone or tablet.

In 2014, we asked the Retail Attendees to choose the Best New Products and Best Booth Awards. Who better to choose than those that buy the product and interact with booth personal? It was so successful, we would like you to do it again! Ballot forms will be with your registration package.

Best New Product Awards

Products should be judged on the following criteria:

- Functionality, Quality/Durability,
- Packaging,
- Innovation/Uniqueness,
- Customer Appeal
- Must be new since the 2014 show (new packaging does not qualify).

New Products can be found in Hall D at the Innovation Station – once you have seen all the new innovations, complete your ballot and deposit in the draw box on the way out.

Best Booth Awards

Booths should be judged on the following criteria:

- Visual Appeal,
- Staffing,
- Customer Friendly,
- Product Display and/or Visibility

Once you are satisfied that you have visited all the exhibitors, complete your ballot and deposit in the draw box in the WRLA booth
The winners will be notified by 2:00pm on Friday and photographs will then appear in the YardStick

Included with your registration package (to be picked up at the show or buying group meeting) you will find:

- Name Badge
- Schedule of Events
- Purchased Evening Event Tickets
- \$1,000 Retail Attendance Draw Tickets (one for each day – 2 draws daily)
- Best New Product Ballot Form
- Best Booth Ballot Form

Watch your email and fax in January for the Show Pallet Specials which can be found in Hall D!

If you have any questions, contact us at wrla@wrla.org or 800-661-0253.

We look forward to seeing you at the 2015 WRLA Buying Show in Calgary!