



OCTOBER 20 & 21, 2009 · ROCK FINANCIAL SHOWPLACE · NOVI, MI

Exhibitor Member Blast e-mail Promotion/Marketing

What is the “Exhibitor Blast E-mail” special?

The Michigan Restaurant Association will send a blast e-mail featuring discounts and announcements of new products or services offered at the upcoming show. Four companies will be profiled each week beginning August 17, 2009. It will be sent to the MRA's complete membership list and early registered guests of the show. The e-mail will also be posted to the MRA's website at michiganrestaurant.org.

What will the “Exhibitor Blast E-mail” contain?

The one-sheet blast e-mail will contain “specials” from four different Exhibitor members. The “specials” shall either be in the form of a discount or a bonus feature available for a limited time. The advertised “special” is to be made available only to restaurant professionals who will be attending the Michigan Restaurant Show.



How will the “Member Blast E-mail” work?

Members who are interested in the specials will contact the vendor directly to take advantage of any offer. The MRA will play no role in marketing the special other than sending the e-mail.

How can an Exhibitor member participate?

All 2009 Show Exhibitors* will have an opportunity to submit a request to have a quarter page “special” included on the e-mail blast. Exhibitor members will be eligible for one blast e-mail sent to MRA members and Show attendees between August 17 and October 16, 2009.

Requests will be reviewed and selected by MRA staff. If interested, please fill out the form on the next page and return to the MRA. You will be contacted if your product or service has been selected to participate in the “Exhibitor member Blast E-mail”

*Requirements must profile new products and/or services and/or Show floor special. Booth fees must be paid in full to qualify.



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Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-mail: _____

Website: _____

Member since: _____

Is the product/service available for the entire state? Yes No*

*If no, in what region is this special available?

List or attach proposed special offer to be made available:

Format for promotional materials: 4" x 6" jpg or pdf

Return to: Michigan Restaurant Association, 225 W. Washtenaw, Lansing, MI 48933

Phone: 800.968.9668 ext. 3933 • Fax: 517.702.3953

michiganrestaurant.org • e-mail: lwatson@mramail.org