



## **CSI EXPO 2012 – Wednesday, April 25th, 2012**

### **EDUCATIONAL SEMINARS & PRODUCT SHOW**

Thank you for your support of the Allentown Chapter of CSI. This year we are holding our annual EXPO, *Educational Seminar & Product Show*, at the **Holiday Inn Conference Center** located on Routes 100 and 78 / 22, in Fogelsville, PA on Wednesday, April 25, 2012. The time of the Product Show is from 9:00 A.M. to 5:00 P.M., and will include **four** quality seminars. Enclosed are the Exhibitor Registration Information, Sponsorship Information and the Registration Form (yellow in color) for the **EXPO 2012 Product Show**. We are offering you the opportunity for advanced registration. Please register as soon as possible to reserve your 5' x 10' booth. If you wish, you may telephone me at my office between the hours of 9:00 AM and 4:00 PM to confirm booth availability. Please refer to the attached EXPO 2011 Booth Listing for your 2011 Booth Location. You are guaranteed your location from last year if you desire. Please indicated an alternate location on the registration form if you would like to relocate your booth from last year.

**Please Note:** Our show floor is designed to provide a seminar area inside the hall (**See reverse side for Booth Layout**). This keeps the attendees in the same area as the exhibitors. Booths are available on a first come, first serve basis. So please do not delay in registering for your booth.

**Hands-On Exhibiting:** This year we are encouraging you to provide a hands-on exhibit / demonstration. Please feel free to entice attendees to interact with your product (s) as much as possible.

#### **Benefits to your Firm**

Our **EXPO 2012** Committee is aggressively utilizing all sources of advertising including personal distribution of tickets, advertisements in regional magazines and newsletters, and electronic announcements. As usual we encourage you as the exhibitor, to promote the event on your sales calls, direct mail, etc. We will provide you with tickets to **EXPO 2012** for you to distribute, and as a thank you, we will be offering a door prize for you as an Exhibitor. We want this show to continue to improve, therefore through your active participation and feedback, we will continue to incorporate your requests into next year's show.

#### **Benefits to your Clients**

**EXPO 2012** is the premier construction product exposition and seminar provider in the Lehigh Valley. Architects, Engineers, designers, specifiers, contractors, and building owners will be able to see over 60 product manufacturers and installers offering the latest in building technology at one convenient location. We will be offering five quality technical seminars, a lunch buffet, a wine & cheese hour and many valuable door prizes!

The preliminary seminars schedule and titles are as follows:

Seminar No. 1:	<b><i>"Building Forensics and the Building Envelope: What Can Our Failures Teach Us?"</i></b>
Seminar No. 2:	<b><i>"Smart Glazing Selections for Your next Project"</i></b>
Seminar No. 3:	<b><i>"The Basics of Ground Air heat Exchanging Systems"</i></b>
Seminar No. 4:	<b><i>"The Science of the Building Envelope and Its Commissioning Requirements"</i></b>

If you have any questions about the enclosed information or would like to discuss this issue further, feel free to call me or visit our website ([www.thecsiexpo.com](http://www.thecsiexpo.com)) for additional information. We are anticipating your participation this year and look forward to seeing you at **EXPO 2012!** Please respond with payment by **February 13, 2012** to secure your booth.

Sincerely,

*Salvatore B. Verrastro*

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