

FIELDS OF GREEN – Make Hay in Des Moines

AFP Midwest Conference – May 5-7, 2008

“ I hate exhibiting at conferences, but I know I need to be there”! (Larry Stelter, whose company participates in more than 50 shows per year)

WHY DO YOU NEED TO ATTEND?

1. It's a cheap way to see clients you can't see unless you travel to them
2. It's a cheap way to meet new prospects that may not be on my radar screen
3. The registration list is worth the price of exhibiting
4. All conference events (meals, keynote speakers and breaks) will be in the same room as the exhibitors
5. Each exhibitor will be offered one opportunity to speak to the entire conference about their company's products and services for 2 minutes before each meal, break or event
6. Each time the chairperson of the conference addresses the attendees, we guarantee he will thank the exhibitors for making the conference cost so low through their sponsorships and exhibit fees and ask all attendees to visit each exhibitor
7. You're there and your competitor may not be!

A bonus reason for attending and exhibiting – Des Moines is now a great place to visit!

Adam Nagourney, the chief political correspondent for The New York Times, said this about Des Moines on Dec. 2, 2007, “I'm not sure I would go so far as to say that Des Moines has become a vacation destination. But it has most certainly become cool. The changes are evident as soon as you come upon downtown.”

Come and join us in May for a profitable business experience that will also be fun! Hope to see you then.

Larry P. Stelter

President/CEO

The Stelter Company

Company sponsors and/or exhibits at 50 shows per year – “I'm looking out for you”