

## Anixterfest 2009

### Supplier Tradeshow



*Anixter cordially invites you to participate in our 2009 Anixterfest Tradeshow, Thursday, October 8th. YES! We changed our name to expand beyond the Oktoberfest theme. However, its only a cosmetic change, as the fun and excitement remains the same. As always, this customer appreciation event is designed to give you, our supplier partners, the opportunity to showcase your products to our Bay Area contractor and end user customers.*

*In addition to our name change, we have a new venue for this year's event, Pyramid Alehouse Restaurant. It is located in Berkeley, at the corner of 7th and Gilman Streets, off Interstate 80. The restaurant features an outdoor Beer Garden and Mezzanine Level. The entire restaurant and brewery occupies a full city block. There is an 80 car parking lot, along with street parking. Due to space constraints, we will have very limited availability for product demo vans. The brewery will be offering complimentary tours.*

- ◆ We will provide you with a minimum of 6 ft display purposes. Additional tables can be provided for an extra charge. Please make sure that any tablecloth can cover up to 8ft. Please contact me with any additional needs, especially if you need electrical outlets.
- ◆ You will be responsible for shipping of materials/products. Due to space requirements at Pyramid Alehouse, please do not have any packages arrive more than 2-3 days prior to the event.
- ◆ To ensure that customers visit all of our supplier partners, each attendee will be given a raffle card for you to stamp. Cards will not be accepted unless stamped.
- ◆ Anixter will provide attendees with giveaways and door prizes. (Based on feedback from last year's event, only beer glasses will be distributed). You are encouraged to provide prizes and/or donations for the raffle to be held throughout the event.
- ◆ Food and Beverage, along with entertainment, will be provided during tradeshow hours.
- ◆ Payment can be made by company check, credit card or COOP marketing funds (see attached form).

*To secure your participation, please complete the attached "Supplier Confirmation Contract" form and return it by August 28th via mail/email or fax (contact information below).*

*On behalf of Anixter, we look forward to having you and your organization participate in our Anixterfest Supplier Trade Show.*

FOR FURTHER INFORMATION, PLEASE CONTACT:

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# Anixterfest 2009

## Supplier Confirmation Form

### Schedule

Date: Thursday, October 8, 2009  
Exhibit Hours: 5:00pm-9:00pm

Set-up Time: 3:00pm-4:30pm  
Tear-down Time: 9:00pm

Supplier Participation Fee: \$2,200.00 (includes 1- 6ft table); \$2700 (2-6ft tables)  
Location: Pyramid Alehouse, 901 Gilman Street, Berkeley, CA



**To secure your spot, please return this form no later than August 28th.**

Company Name: _____	Contact: _____	
Address: _____		
City: _____	State: _____	Zip: _____
Telephone: _____	Mobile Number: _____	
Email: _____		

#### Event Commitment:

I will be participating at the Anixterfest 2009 (check all that apply). I understand that there is a cost to participate in this event and commit to paying the following:

- \$2200.00 for one 6ft table       \$2700.00 for two 6ft tables       I will donate a prize for the raffle

#### Payment Information (FINAL PAYMENT DUE OCTOBER 1st):

Total cost of supplier participation : \_\_\_\_\_

- Invoice needed and Company check to sent by October 1st  
 Invoice needed and sent to supplier's corporate office  
 COOP funds being applied. Invoice needs to be sent to:

\_\_\_\_\_  
\_\_\_\_\_



Supplier Personnel Participating: Name	Contact Number

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