



2012
SUMMIT

Exhibitor Prospectus

Redefining the Billiard Business...Together

Wednesday, July 18 – Friday, July 20, 2012

Renaissance Chicago/Schaumburg Hotel and Convention Center



Summit 2012, formerly the *International Billiard & Home Recreation Expo*, is North America's largest billiard and home recreation showcase. Summit 2012 will attract billiard, home recreation and home entertainment retailers looking for the latest and greatest billiards and home recreation products.

While there have been many changes to enhance the networking and educational opportunities during Summit 2012...there is one constant that will never change – this is a buyers event! **Your customers won't miss Summit 2012 and neither should you.**

Why Summit 2012?

You will find a powerful buying audience at Summit 2012, which means a strong return on your booth investment. More than 84% of Summit attendees are involved in the buying process for their businesses, and more than 64% of them purchase at the show, or within 30 days. There is no other event in this industry that can boast this kind of sales potential.

More than just a Booth Space-Gain Added Exposure

The exhibit hall is certainly the place to make the deal and sell product. However, you can maximize your participation and stand apart from your competitors with:

On Site Marketing

Aisle signs, column panels, banners and more can bring new business to your booth.

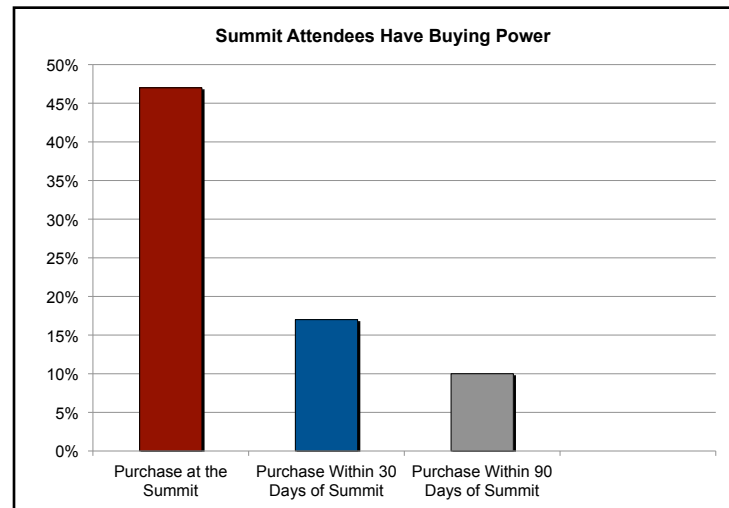
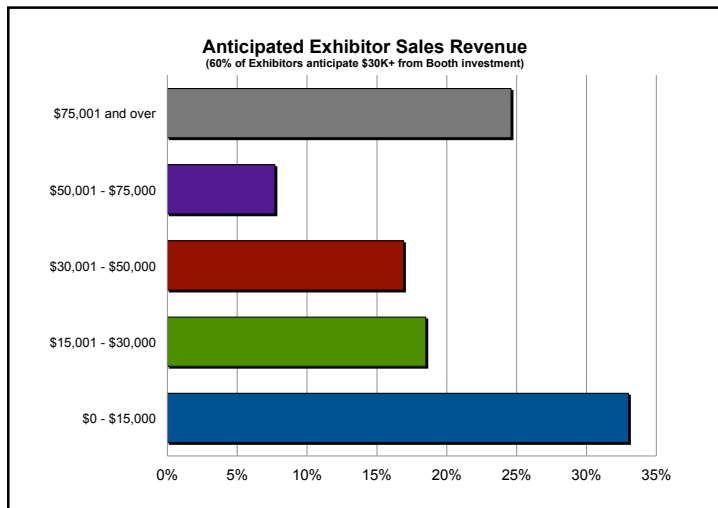
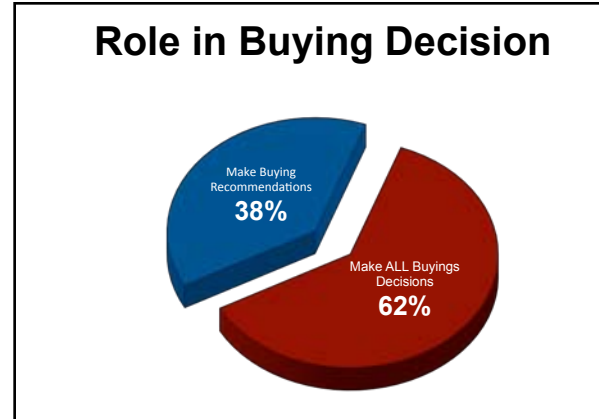
Official Summit Directory

The directory has the most updated information because it's produced by the BCA just days before the event. Buyers use this as a year-round reference and resource.

Expo Only Specials

Use this opportunity to get your special offer in front of buyers. You'll get a listing on website, ad in the Summit 2012 Coupon Book, balloons at your booth and directional signage in the exhibit hall.

Make the decision today...exhibit at the billiard and home recreation industry's premier event.



For more information on opportunities to expand your participation during Summit 2012, call Brian Glasgow at 708-226-1300, ext 17 or brian@wtglasgow.com.

Schedule-at-a-Glance

Tuesday, July 17, 2012

7:30 a.m. – 1:00 p.m. Summit 2012 Golf Outing, presented by Championship, LLC.
5:00 p.m. – 6:00 p.m. BCA General Membership Meeting

Wednesday, July 18, 2012

10:00 a.m. – 5:00 p.m. **Exhibit Hall Open**
2:00 p.m. – 3:00 p.m. Seminar: *Is Your Pool Business Social*
5:15 p.m. – 6:15 p.m. Summit 2012 Industry Social

Thursday, July 19, 2012

10:00 a.m. – 11:00 a.m. Seminar: *Face the Facts – Facebook Can Grow Your Business*
11:00 a.m. – 5:00 p.m. **Exhibit Hall Open**
2:00 p.m. – 3:00 p.m. Seminar: *New Tools – More Tactics for Connecting with Your Retail Customers*
3:00 p.m. – 4:00 p.m. Seminar: *Five Keys to Email Marketing*

Friday, July 20, 2012

8:45 a.m. – 10:00 a.m. Seminar: *Protecting Your Intellectual Property Rights – A Guide for Manufacturers and Distributors*
10:00 a.m. – 2:00 p.m. **Exhibit Hall Open**

All activities will take place at the Renaissance Chicago/Schaumburg Hotel & Convention Center unless otherwise noted. Schedule is subject to change.

Education and Special Event Highlights

Business of Billiards Seminar Series

Our outstanding line-up of seminars helps attract buyers from around the country (and world). Plus, we've developed a series of seminars that will also help you compete in today's dynamic world. **Visit www.bcasummit.com for a schedule of seminars and overviews on our speakers.**

Summit 2012 Industry Social

We've created a new opportunity for you to connect with your customers and prospects. Take time to join your colleagues - mix, mingle and meet new people - in this social environment. The Summit 2012 Industry Social will take place on Wednesday, July 18. Stay tuned for more details...

Summit 2012 Golf Outing, presented by Championship, LLC.

Spend quality time with a customer or prospect by inviting them to play in the Summit 2012 golf outing at the beautiful Schaumburg Golf Club & Academy. The event will be held on Tuesday, July 17, beginning at 7:30 a.m. The cost to play will be \$99 and includes round trip transportation, green fees, cart lunch and two beverages on the course. **Space is limited to the first 36 players, so register today at www.bcasummit.com or by calling Betty Jaeger at 708.226.1300 x 20.**

Accommodations for Summit 2012



The Renaissance Chicago/Schaumburg Hotel and Convention Center will have all Summit 2012 activities under one roof. Located just 12 miles from Chicago's O'Hare International Airport, the Renaissance Chicago/Schaumburg Hotel will embrace you with its Midwest charm and bold architecture. The region is one of the top tourist destinations, and delivers an extraordinary selection of things to do, and unique places to experience. Within minutes of the hotel you'll find world-class shopping and fine dining options. **Make your reservation early to ensure the special rate of \$129.00 – visit www.bcasummit.com to book your room today!**



Commit Today to Exhibit at Summit 2012

10' X 10' exhibit space begins at \$1,445. For details on securing Summit 2012 exhibit space, please contact Brian Glasgow at 708-226-1300 or brian@wtglasgow.com.

You can also go to www.bcasummit.com for an Exhibit Space Rental Application & Contract.

Exhibit Hall Floor Plan

To view the current Summit 2012 floor plan, visit www.bcasummit.com



The Summit 2012 is owned and produced by:

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www.bcasummit.com

RESERVE YOUR EXHIBIT SPACE TODAY!



Look Who's Coming to Chicago

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