



Your Invitation to Exhibit at APRO's 2012 Rent-to-Own Convention and Trade Show July 24-26 in Memphis, Tennessee

APRO's 2012 Rent-to-Own Convention and Trade Show offers:

Two full registrations per booth

Year-round exposure with a free listing in the Virtual Trade Show on APRO's website

Networking opportunities at social events

Eleven trade show hours, including a Welcome Reception in the exhibit hall

Free company listing in the APRO 2012 Show Guide

Complimentary lists of all APRO member home offices for pre-show marketing

Final post-show attendee list provided

Admittance to educational sessions

**www.rtohq.org
800.204.2776**

If you want to create a relationship with rent-to-own buyers that will bring returns throughout the entire year, APRO's Trade Show is an unequalled opportunity. APRO is respected as the official voice of the rent-to-own industry. Your support of and affiliation with the rent-to-own's national trade association puts you in an exceptional position to reach key decision-makers in the industry. If you want to sell or launch new products and engage buyers, nothing compares to the power of face-to-face interaction at APRO's Trade Show. APRO buyers come to see furniture, appliances, electronics, jewelry and services—you name it. If it has anything to do with the rent-to-own industry, they want to see it. From *start to finish*—all under one roof—it's there. Will you be there?

More than 400 professionals from America's leading rent-to-own companies are expected to attend APRO's 2012 Trade Show. We guarantee that you will connect with more qualified rental dealers and buyers during the 2012 Trade Show than you could ever hope to visit on your own. APRO will encourage rent-to-own professionals to come to Memphis and buy for their fourth-quarter inventory, as well as search for new products.

Reach new buyers

Introduce new products

Promote your company's services

Network with rent-to-own dealers and buyers

Increase your company's visibility

Show your support for the industry and be a part of the rent-to-own family

“We had a very productive APRO event with a lot of traffic in the booth. A number of conversations took place away from the show floor. Overall, we were very pleased with the attendance at APRO's Trade Show in Little Rock and the interest in our product from attendees.” —Wayne Chambers, president and CEO, High Touch

Who Attends APRO's Trade Show?

Large and small rent-to-own companies will be represented—with key buyers from those companies—including chief executives, chief financial officers, chief operating officers, corporate buyers and all manner of industry professionals at the store level—owners, senior-level executives, managers, management trainees, department executives and employees.

Who Exhibits at the Trade Show?

At the 2011 APRO Convention and Trade Show, 80 companies exhibited their products and services in more than 140 booths. A few of the products and services represented at the 2011 show were major appliances, furniture and furniture accessories, electronics, computers and software, advertising and promotional services, communications, financial and special services, wheels and tires, trucks, insurance and jewelry,

What is Included with Your Booth?

- ▶ Two full registrations per booth
- ▶ Standard 8-foot back-draping and 3-foot side-rail draping in show colors
- ▶ Listing in the APRO Show Guide and Virtual Trade Show on APRO's website at www.rtohq.org
- ▶ Pre-registered buyer mailing lists and post-show attendee list
- ▶ Admittance to all social and educational events

APRO The Association of Progressive Rental Organizations represents the \$7-billion rent-to-own industry, which has been growing for more than 30 years. Rent-to-own services more than 4 million customers annually, offering no-obligation rentals of furniture, appliances, computers, electronics, wheels and tires, jewelry and more. Rent-to-own is comprised of approximately 8,500 stores nationwide, from one-store businesses to franchise and multi-store outlets of national companies. In the current economic climate, the benefits of rent-to-own are appealing to more consumers.

Booth Assignments

All booths on the floor plan are subject to prior contract reservations. The shaded booths on the floor plan were pre-assigned at the 2011 show on a priority-point basis. See the booth assignments section on the back of the contract for more information. Full booth payment must be submitted with your signed contract. Booth assignments cannot be finalized until full payment is received. For an up-to-date floor plan showing booth availability, visit www.rtohq.org/2012floorplan.

Exhibitor Services Kit

The APRO Exhibitor Services Kit will be emailed in May to all exhibiting companies. The kit contains important information about the show, including rules and regulations, installation and dismantling of exhibits and order forms for exhibitor services such as shipping, signs, carpet, furniture rental, utility services and cleaning. Freeman Decorating is the official service contractor for the 2012 APRO Convention and Trade Show.

If You Find Your Competitors On This List, Then So Will Your Customers!

To view a list of APRO's 2011 Trade Show exhibitors, visit our Virtual Trade Show at www.rtohq.org/virtual-trade-show.php. If your company exhibits in the 2012 Trade Show, it will be added to the Virtual Trade Show—accessible online for an entire year!

“We need to encourage ColorTyme owners to attend future APRO shows. The upbeat attitude and being with people who are excited about our industry is very motivating.” —Mark W. Childers, president, Right Now Management Inc., dba ColorTyme

APRO BOOTH PRICES

Booths do not include furnishings or utilities. Furnishings may be rented from Freeman Decorating. The exhibit hall is not carpeted. To be eligible for member pricing, a company must be a current APRO member with dues paid in full by March 31, 2012. For membership information, contact APRO at 800/204-2776.

BOOTH OPTIONS	MEMBER	NON-MEMBER
Standard 10' x 10'	\$2,600	\$3,100
Second 10' x 10'	\$2,500	\$2,600
Third 10' x 10'	\$2,300	\$2,500
Fourth 10' x 10'	\$2,000	\$2,400
Additional 10' x 10' booths (after four)	\$1,800	\$2,300
Four-booth island	\$11,700	\$14,000
Six-booth island	\$17,100	\$21,000

\$100 additional for corner booths

“APRO’s Trade Show is one of the few times each year where vendors can meet face-to-face with a majority of RTO dealers. We are looking forward to the 2012 show.” —Bill French, vice president of sales, O’Rourke Sales Co.

APRO 2012 Exhibitor Deadlines

JUNE 15: APRO Show Guide advertising materials due
JUNE 15: Exhibitor registration deadline
JUNE 25: Hotel registration deadline

APRO 2012 Exhibitor Schedule

EXHIBITOR SET-UP:

4–8 p.m., Monday, July 23, and 7 a.m.–3 p.m., Tuesday, July 24
 All exhibits must be completely ready by 3 p.m., Tuesday, July 24.

EXHIBIT HALL HOURS:

4–8 p.m., Tuesday, July 24 (Reception in the exhibit hall)
 10 a.m.–5 p.m., Wednesday, July 25

EXHIBITOR TEAR-DOWN:

5–10 p.m., Wednesday, July 25 and
 8 a.m.–12 p.m., Thursday, July 26

Convention Sponsorships

Numerous events held during the APRO Convention and Trade Show are available for sponsorship, with a range to fit a variety of budgets. For more information, contact Cindy Ferguson at 800/204-2776, ext. 107.

Cancellations

If an exhibitor cancels space at least 90 days prior to the Trade Show (April 25, 2012), a 50 percent refund will be granted. After April 25, no refund will be given.

For More Information

EXHIBITOR INFORMATION:

Cindy Ferguson, cferguson@rtohq.org
 800/204-2776, ext. 107 • fax 512/794-0097

HOSPITALITY SUITES OR CONVENTION PROGRAM:

Shelley Martinek, smartinek@rtohq.org
 800/204-2776, ext. 109 • fax 512/794-0097

EXHIBITOR PAYMENTS, CONTRACTS AND APRO-RELATED INFORMATION:

Association of Progressive Rental Organizations
 1504 Robin Hood Trail
 Austin, Texas 78703
 800/204-2776 • fax 512/794-0097 • www.rtohq.org

HOTEL ACCOMMODATIONS:

Marriott Memphis Downtown
 250 North Main Street
 Memphis, Tennessee 38103
www.memphismarriottdowntown.com

CONVENTION CENTER:

Memphis Cook Convention Center
 255 North Main Street
 Memphis, Tennessee 38103
www.memphisconvention.com