



Your invitation to exhibit at APRO's 2010 Rent-to-Own Convention and Buying Show July 19-22 in Louisville, Kentucky

The Association of Progressive Rental Organizations—the national trade association for the rent-to-own industry—invites you to exhibit at its 2010 Rent-to-Own Convention and Buying Show, July 19-22, in Louisville, Kentucky. This is the largest, most prestigious gathering dedicated to the rent-to-own industry—one that benefits vendors as much as it does dealers.

Industry vendors reaped more than \$18 million in business during the 2009 APRO Convention and Buying Show in Las Vegas. At the 2010 show, attendees will once again have some exciting incentives available for placing orders during the show. In fact, APRO will encourage rental dealers to come to Louisville to buy for their fourth-quarter inventory as well as search for new products.

More than 500 rental professionals from America's leading rent-to-own companies are expected to attend the 2010 show. You're guaranteed to visit with more qualified rental dealers/buyers during the 2010 show than you could ever hope to visit on your own.

APRO's 2010
Rent-to-Own
Convention and
Buying Show
offers:

More than
13 buying show
hours

Attendee
lists provided

Free company
listing in the 2010
APRO Show Guide

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

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

Admittance
to educational
sessions

Networking
opportunities at
social events

Who attends the Buying Show?

Large and small rent-to-own companies will be represented. More than 500 rent-to-own professionals attended the 2009 APRO Convention and Buying Show, 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 Buying Show?

At the 2009 APRO Convention and Buying Show, 100 companies exhibited their products and services in more than 170 booths. A few of the products and services represented at the 2009 show were: advertising and promotional, appliances, communications, computers and software, electronics, financial and special services, furniture and furniture accessories, insurance, jewelry, tires/wheels and trucks.

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 Web site at www.rtohq.org
- Pre-registered buyer mailing lists and post-show attendee list
- Admittance to all social events

APRO 2010 exhibitor deadlines

June 15: APRO Show Guide
advertising materials due

June 15: Exhibitor registration
deadline

APRO and Rent-to-Own

APRO represents the \$6.8 billion rent-to-own industry.

Rent-to-own has been an identifiable and growing U.S. industry for more than 30 years.

The industry services more than 3 million customers each year.

Rent-to-own offers no-obligation rentals of durable household merchandise, including furniture, major appliances, computers, electronics, wheels and tires and jewelry.

In the current economic climate, the benefits of rent-to-own appeal to more consumers.

The industry is comprised of an estimated 8,500 stores nationwide, from one-store operations to franchise and multi-store outlets of national companies.

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 2009 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...[coming soon](#)

Exhibitor services kit

The APRO Exhibitor Services Kit will be e-mailed 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 2010 APRO Convention and Buying Show.

If you find your competitors on this list, then so will your customers!

To view a list of APRO's 2009 Buying Show exhibitors, visit APRO's Virtual Trade Show at www.rtohq.org/virtual-trade-show.php. If your company exhibits in the 2010 Buying Show, it will be added to the Virtual Trade Show—accessible online for an entire year!

APRO booth prices

Booths do not include furnishings or utilities. Furnishings may be rented from Freeman Decorating. The exhibit hall is not carpeted. Discount for APRO associate members only. To be eligible for member pricing, a company must be a current member with dues paid in full by March 31, 2010. For membership information, contact APRO at 800/204-2776.

BOOTH OPTIONS	MEMBER	NON-MEMBER
Standard 10' x 10'	\$2,600	\$3,100
Two standard booths	\$5,100	\$5,700
Three standard booths	\$7,400	\$8,200
Four standard booths	\$9,400	\$10,600
Five standard booths	\$11,200	\$12,900
Six standard booths	\$13,000	\$15,200
Four-booth island	\$11,700	\$14,000
Six-booth island	\$17,100	\$21,000

\$100 additional for corner booths

APRO 2010 exhibitor schedule

EXHIBITOR SET-UP:

8 a.m.-10 p.m., Tuesday, July 20, and 7-10 a.m., Wednesday, July 21. All exhibits must be completely ready by 10 a.m., Wednesday, July 21.

EXHIBIT HALL HOURS:

11 a.m.-6 p.m., Wednesday, July 21, and
9 a.m.-3 p.m., Thursday, July 22

EXHIBITOR TEAR-DOWN:

3-9 p.m., Thursday, July 22

Convention sponsorships

Numerous events held during the APRO Convention and Buying 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 buying show (April 19, 2010), a 50 percent refund will be granted. After April 19, 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 INFORMATION:

Marriott Louisville Downtown
280 W. Jefferson St.
Louisville, Kentucky 40202
502/671-4266 | www.marriottlouisville.com

CONVENTION CENTER INFORMATION:

Kentucky International Convention Center
221 4th St.
Louisville, Kentucky 40202
502/595-4381 | www.kyconvention.org



Association of Progressive Rental Organizations
The official voice of the rent-to-own industry
800.204.2776 | www.rtohq.org