

**Make the  
connection**



**Your invitation  
to exhibit at  
APRO's 2008  
Rent-to-Own  
Convention and  
Buying Show  
August 11-14  
St. Louis**

**T**he Association of Progressive Rental Organizations—the national trade association for the rent-to-own industry—invites you to exhibit at its 2008 Rent-to-Own Convention and Buying Show, August 11-14, in St. Louis, Missouri. 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 2007 APRO Convention and Buying Show in Reno, Nevada, last September. At the 2008 show, attendees will once again have some exciting incentives available for placing orders during the show. In fact, APRO will encourage them to come to St. Louis to buy for their fourth quarter inventory as well as search for new products.

More than 400 rental professionals from America's leading rent-to-own companies are expected to attend the 2008 show. You're guaranteed to visit with more qualified rental dealers/buyers during the 2008 show than you could ever hope to visit on your own.

Exhibiting at the 2008 APRO Convention and Buying Show will allow you to reach rent-to-own buyers, sell your products, service your customers, make new contacts, introduce new products, promote your services and increase your company's visibility among the largest group of rent-to-own dealers in one place. Don't pass on profiting from the rent-to-own event of the year!

**14 buying  
show hours**

**Final attendee  
lists provided**

**Free company  
listing in the 2008  
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**

**Admittance to  
social events**

**Exhibitor lunch**

**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/households each year.
- ▶ Rent-to-own offers no-obligation rentals of durable household merchandise, including furniture, major appliances, computers, electronics, wheels and tires and jewelry.
- ▶ The industry is comprised of an estimated 8,500 stores nationwide, from one-store operations to franchise and multi-store outlets of national companies.



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### Traffic-building exhibit hall activities

- ▶ Buying Show specials
- ▶ Complimentary massage in the exhibit hall
- ▶ Complimentary ice cream for attendees
- ▶ Internet access in the exhibit hall
- ▶ Rental Advertising Excellence Awards display in the exhibit hall
- ▶ Complimentary lunch in the exhibit hall

### APRO Show Guide

The *APRO Show Guide* is distributed to all attendees. This easy-to-use publication contains an alphabetical list of exhibiting companies with booth numbers and a listing by product category. Listing in the program is guaranteed to exhibitors with signed contracts received by June 16, 2008.

### Sponsorships

Sponsorships are a great way to get special recognition outside the exhibit hall. Numerous APRO events are available for sponsorship with a range to fit a variety of budgets. All event sponsors receive:

- ▶ Recognition at the sponsored event
- ▶ Complimentary advertorial in the *Convention Daily* newsletter distributed at the buying show
- ▶ Audio-visual acknowledgement of sponsors, displaying your company's logo during the APRO general session and in the registration area
- ▶ Sponsor signs at convention events
- ▶ A sponsorship ad, with your company's logo, featured prominently in APRO publications
- ▶ Sponsor logo for booth display
- ▶ Priority points

For more information regarding sponsorships, contact Cindy Ferguson at APRO at 800/204-2776, ext. 107.

### 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 2007 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, [CLICK HERE](#).

### 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](http://www.rtohq.org) [[OR CLICK HERE](#)].
- ▶ Pre-registered buyer mailing lists and post-show attendee list
- ▶ Social events

### Cancellations

If an exhibitor cancels space at least 90 days prior to the buying show (May 12, 2008), a 50 percent refund will be granted. After May 12, no refund will be given.

### Hotel accommodations

The APRO rate at the Renaissance Grand & Suites Hotel for August 10-14 is \$159 for a single or double occupancy. Reservations can be made by calling 800/397-1282 or online at <http://marriott.com/stldt?groupCode=propcoa&app=resvlink> [[OR CLICK HERE](#)]. For suite information and reservations, contact Shelley Martinek at 800/204-2776, ext. 109. The deadline for hotel reservations is July 11.

**"We would like to thank APRO for another great show in 2007. In the 11 years we have been associated with APRO, this has been our best show."**

**Brian Rosen,  
Florida State  
Games**

### Exhibitor services kit

The *APRO Exhibitor Services Kit* will be e-mailed by Freeman Decorating on May 15 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 2008 APRO Convention and Buying Show.



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### Who attends the Buying Show?

Large and small rent-to-own companies and their owners, managers and employees will be represented. More than 400 rent-to-own professionals attended the 2007 APRO Convention and Buying Show, including:

- ▶ Chief executives
- ▶ Chief financial officers
- ▶ Chief operating officers
- ▶ Corporate buyers
- ▶ Rental store owners
- ▶ Rental store senior-level executives
- ▶ Rental store managers
- ▶ Rental store management trainees
- ▶ Department executives
- ▶ Rental store employees

### Who exhibits at the Buying Show?

At the 2007 APRO Convention and Buying Show, 100 companies exhibited their products and services in more than 190 booths. The following are a few of the products and services represented at the 2007 show:

- ▶ Advertising and promotional
- ▶ Appliances
- ▶ Communications
- ▶ Computers and software
- ▶ Electronics
- ▶ Financial and special services
- ▶ Furniture and furniture accessories
- ▶ Insurance
- ▶ Jewelry
- ▶ Tires and wheels
- ▶ Trucks

### 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, 2008. 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	\$5,600
Three standard booths	\$7,400	\$8,100
Four standard booths	\$9,400	\$10,400
Five standard booths	\$11,200	\$12,700
Six standard booths	\$13,000	\$15,000
Four-booth island	\$11,700	\$14,000
Six-booth island	\$17,100	\$21,000

\$100 additional for corner booths

### 2008 Buying Show exhibitor deadlines

- ▶ **JANUARY 31:** 10 percent discount for full payment on booth
- ▶ **MARCH 1:** Increase in booth prices
- ▶ **JUNE 11:** Hotel reservations deadline
- ▶ **JUNE 16:** APRO Show Guide advertising materials due
- ▶ **JULY 18:** APRO exhibitor registration cut-off

### Exhibitor schedule

#### EXHIBITOR SET-UP:

8 a.m.-10 p.m., Tuesday, August 12

7-10 a.m., Wednesday, August 13

All exhibits must be completely ready for the buying show by 10 a.m., Wednesday, August 13.

#### EXHIBIT HALL HOURS:

11 a.m.-7 p.m., Wednesday, August 13

9 a.m.-3 p.m., Thursday, August 14

#### EXHIBITOR TEAR-DOWN:

3-8 p.m., Thursday, August 14



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### 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 [ [CLICK HERE](#) ]

#### **HOTEL INFORMATION**

*Deadline for hotel reservations is July 11*

Renaissance Grand & Suites Hotel  
800 Washington Ave.  
St. Louis, Missouri 63101  
314/621-9600  
Register online at [http://marriott.com/  
stldt?groupCode=proproa&app=resvlink](http://marriott.com/stldt?groupCode=proproa&app=resvlink)  
[ [OR CLICK HERE](#) ]

#### **CONVENTION CENTER INFORMATION**

America's Center  
701 Convention Plaza  
St. Louis, Missouri 63101  
314/342-5036  
www.americascenter.org  
[ [CLICK HERE](#) ]



**Association of Progressive  
Rental Organizations  
The official voice of the  
rent-to-own industry**

**Take a look at last year's APRO Buying Show exhibitors. If you find your competitors on this list, then so will your customers!**

To view a list of APRO's 2007 Buying Show exhibitors, visit APRO's Virtual Trade Show at [www.rtohq.org/virtual-trade-show.php](http://www.rtohq.org/virtual-trade-show.php) [ [OR CLICK HERE](#) ]. If your company exhibits in the 2008 Buying Show, it will be added to the Virtual Trade Show—accessible online for an entire year!

