

**TRADE SHOW TERMS
WORDSEARCH**

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|------------------|--------------|--------------|
| 1. Backwall | 8. Banner | 15. Order |
| 2. Illuminations | 9. Corkage | 16. Kiosk |
| 3. Lobby | 10. Drayage | 17. Riser |
| 4. Pallet | 11. Exhibit | 18. Mylar |
| 5. Showcase | 12. Forklift | 19. Lightbox |
| 6. Booth | 13. Freight | 20. Signage |
| 7. Display | 14. Island | |

Find the hidden trade show terms listed below.

Q	P	S	I	B	G	T	I	S	I	G	N	A	G	E	O	D	I	V	E	P
B	A	N	N	L	K	C	O	K	I	O	S	K	H	L	O	B	B	Y	I	A
A	L	D	B	E	L	F	O	R	K	L	I	F	T	M	L	L	E	S	S	L
C	O	R	J	G	O	U	K	J	A	O	B	G	U	U	X	G	Y	M	N	L
K	G	A	B	P	P	R	M	V	L	G	O	A	Y	X	U	V	R	X	Z	E
W	U	Y	K	B	R	W	D	I	D	I	A	Z	N	E	X	H	I	B	I	T
A	I	A	O	N	D	E	E	E	N	F	G	M	Y	N	E	S	S	I	S	P
L	O	G	J	G	E	I	K	J	R	A	G	H	U	A	E	G	E	M	L	M
L	G	E	I	P	P	O	S	B	O	O	T	H	T	U	U	R	R	X	A	Y
Q	U	I	K	Y	R	W	E	P	D	S	A	I	X	B	G	F	T	U	N	L
F	R	E	I	G	H	T	E	P	L	F	T	M	O	L	O	S	S	I	D	A
A	Z	X	C	G	F	C	O	R	K	A	G	E	W	N	V	X	Y	M	I	R
S	H	O	W	C	A	S	E	P	N	F	Y	M	Y	N	S	S	S	I	I	P

**2016
Trade Shows
IS THE EXPENSE REALLY WORTH IT?**




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2016 HAS US ATTENDING LOTS OF TRADE SHOWS!

We always struggle to determine the value of trade shows—is the expense worth it? A hard question to answer. Of course we always learn something, and it's great to walk the shows and visit our customers, competitors and fellow vendors. And it's always exciting to see our cooling packages on the equipment displayed at the shows.

However, do we see a sudden surge in orders after exhibiting at a trade show? Not really. Do we suddenly get requests from new customers for new designs? Well, not really. While we suspect that attending and exhibiting at trade shows is a cost of doing business, it would be nice, just once, to get an order at a show!



We are looking forward to Mine Expo in Las Vegas in September. We will be there in Booth #1135. Stop by and place an order!



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