

EXHIBITOR PROSPECTUS



COME TOGETHER
MGM GRAND HOTEL & CASINO LAS VEGAS | **INTERNATIONAL LCT SHOW 2012**

FEBRUARY 13-15, 2012

WWW.LCTSHOW.COM

IN CONJUNCTION WITH
NLA
National Limousine Association



Who are the Attendees?

Attendees come from every corner of the globe as shown on map

Australia, Austria, Belgium, Brazil, Canada, China, Colombia, France, Germany, Guatemala, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Portugal, Puerto Rico, Romania, Russian Federation, South Africa, Spain, Switzerland, Turkey, United Kingdom, United States



Attendee Stats:



The National Limousine Association drives traffic to the International LCT Show!

NLA National Limousine Association The NLA hosts its annual membership meeting at the International LCT Show- attracting more than 1,000 operators, company managers, and industry vendors. The show serves as the largest NLA fundraiser since a portion of proceeds go back to the association. The International LCT Show is exclusively endorsed by the National Limousine Association.

LCT Magazine's readers come in droves to the International LCT Show!

The magazine truly comes alive at the show, with nearly HALF of our readership coming to Las Vegas each year.



The International LCT Show is the **BIGGEST** limousine, charter & tour show in the world - the one and only **TRUE** international convention for the chauffeured transportation marketplace.

The BEST Hired-Vehicle, Product and Service Marketplace in the Industry

The 2012 International LCT Show is on track to be the strongest **BUYING SHOW** in years! Pent-up demand, the new vehicles presented by Cadillac, Ford, Mercedes and Toyota and a plethora of new technology that promises to reduce operating costs are expected to **DRIVE TRAFFIC TO THE SHOW FLOOR LIKE NEVER BEFORE!** If you aren't in front of customers who are getting ready to buy, your competitors will be!

What will buyers shop for in 2012?

- * Buses
- * Sedans
- * Custom limousines
- * Office automation
- * Mobile technology
- * Insurance
- * Financing options
- * Business training services/consulting

You'll meet operators from these types of industry segments:

- * Business Travel Services
- * Limousines/Special Occasion Services
- * Bus Charter Operations
- * Virtual Networks
- * Destination Management Companies



Check out these **NEW** additions that will attract even more operators and keep them on the show floor up to the last second!

THE CUSTOM SHOP

A show within the show, right on the floor. It is THE place to see one-of-a-kind limousines. Attendees will be treated to amazing visuals and artistry that inspires amazing interior AND exterior designs and innovations. This special section of the show promises to be a highlight and will attract party car operators and car enthusiasts from around the world. **NOTHING IS OFF LIMITS** in The Custom Shop!

* An unprecedented line-up of **product unveilings and launches** including the all-new Lincoln, the all-new Cadillac, the all-new bus line up, the all-new flex fuel product line, the myriad of new mobile electrics and office automation products and services that are NEW to this market...the list goes on.

* Exhibitor-sponsored opening party at **Studio 54**. It's been years since we've hosted a "Club" party in Las Vegas. This is one show opener that everyone will get excited about!

* **Revamped International Pavilion** on the show floor.

* **Remodeled MGM Grand Hotel & Casino** with a Hollywood Glam décor and 100,000 square foot carpeted exhibit hall - **NO CARPET FEES TO EXHIBITORS**, a savings of nearly \$4.00 per square foot on exhibit prices!



Hotel Accommodations

MGM Grand Hotel & Casino

3799 Las Vegas Boulevard South
Las Vegas, NV 89109

Room Rate: \$149/night while rooms are available
Book by January 19, 2012
Book by Phone: 877-880-0880
Book Online: www.LCTSHOW.com
Mention International LCT Show when reserving



The Value of Exhibiting:

No other marketplace puts you in front of your customers at the right time and place. The value extends beyond the pipe and drape...

As an exhibitor, you'll receive:

- * Access to over 3,000 operators
- * Three days of show hall hours. We provide enticements to keep attendees on the floor, such as prize giveaways and dollar beer blitzes.
- * The exclusive opportunity to make your pitch. Non-exhibiting suppliers are not permitted to make sales efforts at the show.
- * After hall hours access to customers through our famed receptions, parties, keynotes and seminars.
- * More than 100,000 impressions in pre-show marketing pieces and on the show's website.
- * Complimentary registrations (depending on booth space size).
- * A post-show attendee roster including name, company and state.
- * And much more!

Purchase Space Today!

Exhibit space goes quickly, especially prime locations.

Space is assigned on a first-come, first-served basis in order that contracts are received, so order now and get your desired location.

It's easy to get started, simply visit www.LCTSHOW.com to sign up or to download a contract, or you can call (800) 576-8788 to sign up by phone. Space will not be held without a signed contract, so get going now!

To sign up, or for more reasons to exhibit, speak with Sara Eastwood-McLean, Publisher of LCT Magazine and industry expert. Sara can help you discover how to get the most out of your exhibiting experience.



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