Dear Exhibitor,

LCT is proud to announce the official rollout of exhibit sales for the 2013 International LCT Show coming to the MGM Grand Hotel & Casino in Las Vegas Feb, 5-7, 2013.

We have retired the seniority points program and premium/standard space designations and replaced them with these exciting new programs:

Exhibit Sales Launch
To give you all the same opportunity to be the first to return your space contract, we're trying something new this year. Instead of announcing the opening of exhibit sales via email, we will simply be activating the space application at the online link below on Thursday, Aug. 16 at 9 a.m. PT.

http://www.lctshow.com/Page/Purchase-Exhibit-Space.aspx

You are welcome to visit the page now and review the information included in this kit in order to plan your exhibit. You just won't be able to sign up for space until Thursday, Aug. 16 at 9 a.m. PT.

Space Discounts
New! NLA supplier members will receive 10% off all 10' x 10' spaces and 5% off all other space types. So if you're not a member, hurry up and join by calling (800) 652-7007 or visiting http://www.limo.org/membership/join.aspx.

As a regular* advertiser in good standing** in *LCT Magazine*, you will still be able to enjoy taking advantage of the advertiser discount.

New Date Pattern Means Savings for You
The 2013 International LCT Show has an all new Tuesday-Thursday date pattern. This means there is NO OVERTIME for exhibitor move-in on Monday. (Unlike past Shows that moved in on Sunday.)

As always, exhibit space is sold on a first-come, first serve basis. Please return your space contract with the appropriate deposit as soon as possible for the best space selection.

Thank you in advance for continued support of the 2013 International Limousine, Charter & Tour Show and for entrusting us to deliver on your vital marketing investment. We look forward to working with you.

Sincerely,

Sara Eastwood-McLean
Publisher/Show Chair/NLA Corporate Liaison
(253) 983-0515, sara@lctmag.com

*Regular constitutes having advertised in a minimum of six issues of *LCT Magazine* in 2012.

**Good standing means that all advertising invoices are up to date. Companies with a past due balance will not be able to exhibit.

EXHIBITOR PROSPECTUS

BACK IN THE BLACK

MGM GRAND, LAS VEGAS
FEBRUARY 5-7, 2013

CLOSE SALES
At the Biggest
ORDER WRITING SHOW
in the Industry

GET HUNDREDS
of NEW LEADS With the
Highest Proven Percentage of
New Faces Year Over Year

INTERNATIONAL
LCT
SHOW 2013

IN CONJUNCTION WITH
NLA™
National Limousine Association

ILCTS06-73.12

LCTSHOW.COM

EXHIBITOR PROSPECTUS

BACK IN THE BLACK

IT'S ALL HERE IN BLACK & WHITE

SUMMING IT UP

The International LCT Show is the undisputed, BIGGEST, most far-reaching limousine, charter & tour show in the world.

As the only truly International chauffeured transportation convention, the International LCT Show brings attendees from over 37 countries around the globe.

Strategically scheduled during peak buying season, more orders are written at the International LCT Show than any other. Stake your claim in the beginning of the budget cycle at this February show.

Simply stated, it is in Las Vegas. The entertainment capital of the world draws scores of attendees seeking a reason to mix business and pleasure. And, at the largest hotel in Las Vegas, the MGM Grand exemplifies the scope of all Vegas has to offer.

Size, Impressions and Reach

- 95,000 Gross Square Feet of Sold Out Exhibit Space
- Over 3,000 Total Attendees
- 14% Are New to the LCT Show or the Industry – That's Over 400 New Leads for You
- Over 1,000 Operator Companies Represented
- Three Days of Exhibit Hall Hours with Incentives Such As Prize Giveaways, Receptions, and the Dollar Beer Blitz
- Exhibitors Receive More than 100,000 Impressions in Marketing Pieces and the LCT Show Website

Global Domination

The 2012 LCT Show brought attendees from 50 US states, commonwealths and territories and 37 countries including:

Argentina, Australia, Austria, Bahamas, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Finland, France, Germany, Guatemala, Hong Kong, Iceland, Ireland, Israel, Italy, Jamaica, Japan, Mexico, Mongolia, Netherlands, New Zealand, Norway, Portugal, South Korea, Spain, Swaziland, Sweden, Switzerland, Turkey, United Kingdom, USA, Zambia

In 2011, operator revenue increased by **15.7%**

86% of Attendees are Purchasing Products and Services from Exhibitors They Met While at the LCT Show.

MGM Grand Hotel & Casino

3799 Las Vegas Blvd. South
Las Vegas, NV 89109
LCT Show Group Room Rate: $129 Per Night (while they last) plus resort fee.
Group Rate Deadline: January 11, 2013
Book by Phone: (877) 313-5757
Book Online: www.LCTSHOW.com/travel

Every Room Includes:

- Free High Speed Internet Access
- Free Access to the Cardio Center
- Complimentary Boarding Pass Printing
- And More

* NEW PARTNERSHIP!

An Alliance with the **American Bus Association** will Bring Hundreds More Brand New Charter Operators.

INTERNATIONAL LCT SHOW

MGM GRAND, LAS VEGAS / FEB. 5-7 2013

HIGH POWERED ALLIANCES

National Limousine Association (NLA)

The NLA hosts its annual membership meeting at the International LCT Show- attracting more than 1,000 operators. 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 & Brand

Representing over 90% of the limousine, charter and tour industry, the LCT Brand brings all of its might with the support of LCT Magazine, limoforsale.com, the LCTBLOG and LCTMAG.com.

American Bus Association (ABA)

For the first time, the LCT Show has partnered with the ABA to provide a specialized bus track. The ABA represents approximately 1,000 motor-coach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services (commuter, school, transit).

ATTENDEE RUNDOWN

Operators from Every Segment Flock to the LCT Show

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

Attendees Will Be Looking to Evaluate and Purchase

- Sedans
- Buses
- Custom Limousines
- New Technology
- Insurance Coverage
- Financing Services
- Consulting Services
- Marketing Services
- And More

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GO TO LCTSHOW.COM FOR MORE INFORMATION

BACK IN THE BLACK

MGM GRAND, LAS VEGAS / FEB. 5-7 2013

Who Should Exhibit?

- Advertising Firms & Outlets
- Aftermarket Parts Sellers
- Beverage Companies
- Domestic Chauffeured Affiliate Networks
- Fleet Management Companies
- Fuel Cards
- Insurance Companies
- International Operators
- Leasing & Finance Companies
- Limousine & Coach Builders
- Lubricants & Fuel Efficiency Products
- Marketing & Promotional Providers
- Merchant Processing Providers
- Software & Technology Providers
- Vehicle Dealers & Resellers
- Vehicle Manufacturers
- Virtual Networks
- Web Consultants
- Vehicle Service Contractors

EVERY PENNY COUNTS

No Overtime!
The 2013 Show moves in and out on straight time.

No Carpet!
The exhibit hall is already carpeted, saving you money.

Need a Second Opinion? How About 100!

"A wonderful experience! It is definitely your one-stop shop for everything you need to run your company more effectively!"
— BRANDON TIET, DUKE'S LIMOUSINE, INC. HONOLULU, HI

"I have been attending limo trade shows for over 10 years and this was by far the best Show I have ever attended. Good work LCT."
— MOLLIE SCRUGGS, SOUTHAMPTON TRANSPORTATION, NEW YORK, NY

Read the rest at www.LCTSHOW.com/testimonials

Buy Space Now

Seriously, don't wait. Exhibit space is assigned on a first come, first served basis. In plain terms, those that return their space contracts early get the best spaces. Space can't be held without a signed contract, so shake it and sign up today!

Visit www.LCTSHOW.com/exhibit to sign up online or download a faxable contract.

If you need more convincing or want to combine your space with sponsorship exposure call Sara Eastwood-McLean at (253) 983-0515. Sara will expertly guide you on how to get the most out of your exhibiting experience and how to stretch your marketing dollars to pack a big punch.

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2013 EXHIBIT SPACE FEES

Exhibit sales will open at the online link below on Thursday, Aug. 16 at 9 a.m. PT.

http://www.lctshow.com/Page/Purchase-Exhibit-Space.aspx

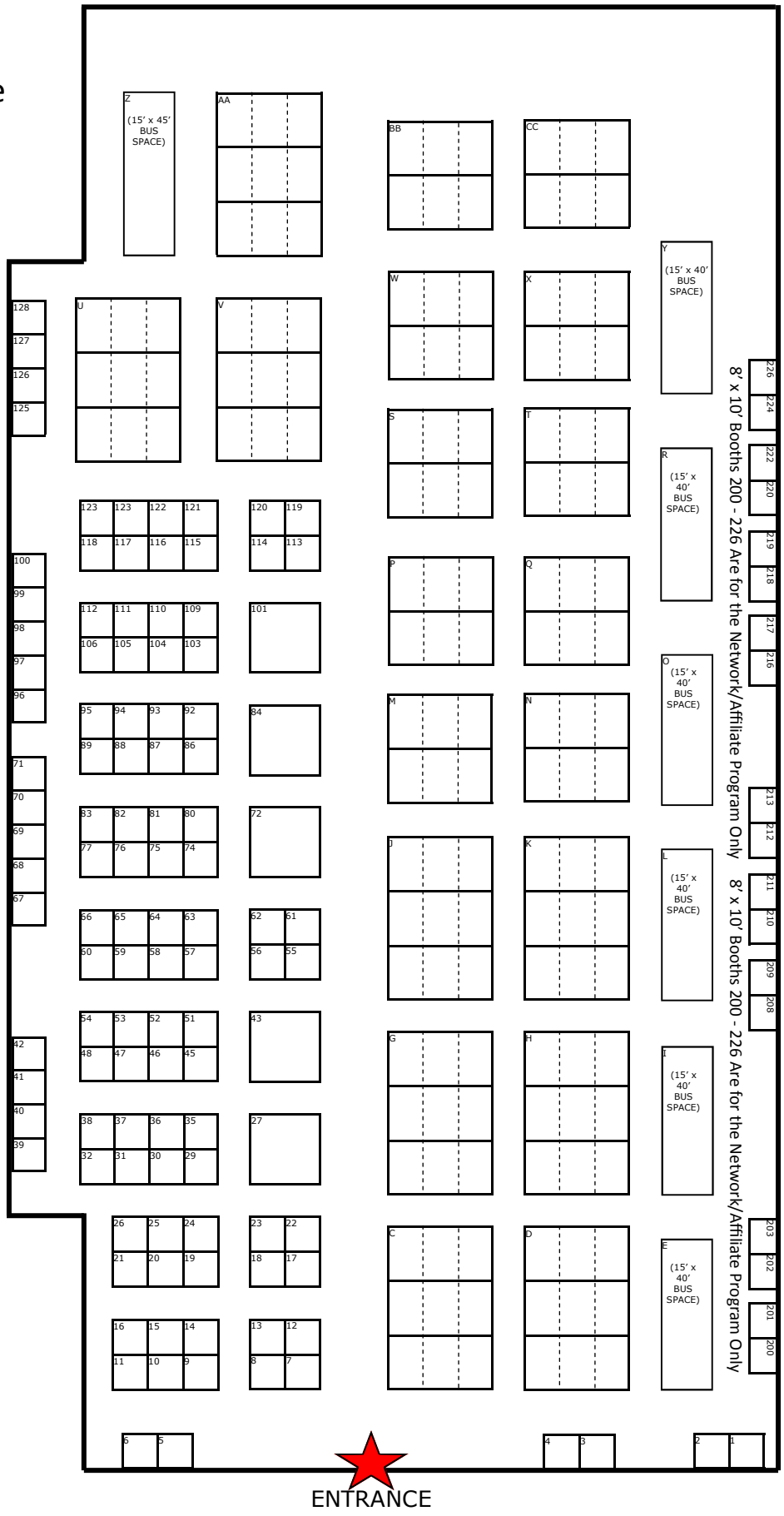
New! NLA Members enjoy 10% off all 10' x 10' spaces and 5% off all other space types.

The exhibiting company must be current with their membership dues as of February 1, 2013. Those not in compliance will be billed the difference prior to show move-in.

Space Rates	Advertisers*	Non-Advertisers
10 x 10 Space - NLA Member	$2,160.00	$3,150.00
10 x 10 Space - Non-Member	$2,400.00	$3,500.00
20 x 20 Island Space - NLA Member	$7,030.00	$8,569.00
20 x 20 Island Space - Non-Member	$7,400.00	$9,020.00
15 x 30 Space - NLA Member	$7,410.00	$9,405.00
15 x 30 Space - Non-Member	$7,800.00	$9,900.00
15 x 40 Space - NLA Member	$9,405.00	$12,540.00
15 x 40 Space - Non-Member	$9,900.00	$13,200.00
Additional Exhibit Fees		
Food and Beverage (Mandatory)	$500.00	$500.00

February 5-7, 2013
MGM Grand Hotel & Casino | Las Vegas
Marquee Ballroom

As of 8/6/12
Subject to Change



2013 International LCT Show
February 5-7, 2013
Schedule at a Glance
(as of August 6, 2012)

Monday, February 4			
8:00am	**-**	**5:00pm**	**Exhibitor Move-In**
5:00pm	-	7:30pm	Registration Happy Hour
7:00pm	-	10:00pm	NLA Wine Tasting
Tuesday, February 5			
8:00am	-	7:30pm	Registration Open
8:00am	**-**	**2:00pm**	**Exhibitor Move-In (continued)**
PRE-SHOW ACTIVITIES			
8:30am	-	10:30am	Boot Camp
10:30am	-	11:30am	First Timers Orientation
11:30am	-	1:00pm	NLA Membership Annual Meeting with Lunch (NLA Members Only)
OFFICIAL START OF THE 2013 INTERNATIONAL LCT SHOW			
1:30pm	-	2:15pm	State of the Industry
2:15pm	-	3:15pm	Keynote Presentation
3:30pm	**-**	**7:30pm**	**Exhibit Hall Open - Sneak Preview**
9:30pm	-	12:00am	Bar Crawl Networking Night
Wednesday, February 6			
8:00am	-	6:30pm	Registration Open
8:00am	-	10:30am	Coffee Break
8:00am	-	9:20am	Concurrent Sessions • Driving Sales Through Exceptional Service • Navigating the Hell Zone: The Road from Small to Medium • Ten Things You Need to Know About Hiring Chauffeurs
9:30am	-	10:50am	Concurrent Sessions • Driving Customer Loyalty Through Complaint Resolution • The Complete HR Handbook • How to Make a Zero (Almost!) Budget Do the Trick for Your Marketing Needs
8:00am	-	9:20am	Tour Bus Safety Program • Part 1: The Drowsy Drive: How to Manage Fatigue • Part 2: Safety Tools: How to Educate Your Passengers for the "Rules of the Road" • Part 3: Security Tips: Preventative Measures for Facilities, Drivers, Equipment and Public Policy
9:30am	-	Noon	Tour Bus Marketing • 9:30am - 10:10am: Baby Boomers & Future Seniors; How to Get Them on Board with Motor Coaches • 10:20am - 11:00am: Adventure Marketing; Attracting New Business by Selling "Extreme Tour" Packages • 11:10am - 11:50am: Group Charters; Corporate Outings and Executive Retreats: How to Land Private Charter Contracts
11:00am	-	12:30pm	NLA Legislative Update
11:00am	-	12:30pm	NLA International Operators Reception
12:00pm	-	1:00pm	Lunch Reception
1:00pm	**-**	**5:30pm**	**Exhibit Hall Open**
4:30pm	**-**	**5:30pm**	**3rd Annual Beer Blitz in the Exhibit Hall**
4:00pm	-	5:30pm	Bus Technology Symposium: The "Smart" Bus – An Evaluation on What's Hot on the Product Line up for Buses • Monitoring systems/Maintenance • Reservations/Dispatch • Mobile Applications • Back-Up and Recovery
6:30pm	-	9:00pm	LCT Magazine Awards Gala
9:00pm	-	Midnight	Nightclub Party
Thursday, February 7			
8:00am	-	2:00pm	Registration Open
8:30am	-	10:00am	Coffee Break
9:00am	-	10:00am	Keynote Presentation
10:00am	**-**	**11:30am**	**Mid-Morning Refreshment Break in the Exhibit Hall**
10:00am	**-**	**2:00pm**	**Exhibit Hall Open**
10:00am	**-**	**2:00pm**	**Exhibitor Move Out**
2:10pm	-	3:30pm	Concurrent Sessions • Smart Talk! Tactics for Preventing Customers – and Employees Too – From Jumping Ship • Attaining and Developing Top Team Talent • Timekeeping and the Law • The Business of Social Media
3:40pm	-	5:00pm	Concurrent Sessions • Becoming a Lie Spy – Clues If Someone's Being Honest • How to Win Respect and Influence Employees • Family Planning: Ideas for Keeping All Generations Happy • How to Capture Group Business