



Exhibitor Profit Sharing

Having been an exhibitor myself for several years; I am well aware of the challenges many exhibitors face when planning their participation in any show or event. Expenses can and do mount very quickly creating a seemingly impossible cost to recoup through sales and promotion during (and after) any event. This cost alone is often a precursory disqualification experienced by many businesses and entrepreneurs imposed upon themselves as potential exhibitors resulting in decreased exhibitor participation by many whom would otherwise be genuinely interested in participating in these events. Fewer participating exhibitors are also directly linked to lower ticket sales; after all, the exhibitors ARE the show at any show.

It is with this in mind that I am very pleased to announce that Bullseye Preparedness & Outdoors Expos will now offer Exhibitor Profit Sharing for all qualified exhibitors*. This program is introduced in an effort to positively impact the experience of qualified exhibitors* and will allow participation from those whom would have otherwise watched from the sidelines as an industry event took place in which their offerings (be they service or product) are entirely relevant.

This program is also offered as an incentive to early registration which will directly impact the overall success of this (and future) shows as well as aid in any and all marketing and advertising associated thereof. I.E. a strong base of core exhibitors allows for marketing and advertising campaigns to include exhibitor specific information rather than presenting the show in more general or generic terms which is not a very efficient method to promote or convey information to people.

The Bullseye Preparedness & Outdoors Expo Exhibitor Profit Sharing Program will be based on a percentage of net revenue from all ticket sales divided by qualified exhibitors* in a cascading format based on participation. Profit share totals will be calculated post-show and checks mailed to participating exhibitors within 30 days after the show. The exact formula used to determine profit share totals is currently regarded as intellectual property and therefore not open for release at this time; though it is my hope that other show promoters follow suit and develop their own rewards based systems to encourage participation across all industry events.

The potential of the Profit Sharing Program for qualified exhibitors* to recoup exhibiting fees certainly exists (and then some in some cases) and is entirely contingent upon attendance and directly impacted by exhibitor participation; though it is important to note there is no guarantee that profit sharing totals will completely cover all exhibiting/travel fees experienced by the exhibitor.

The Exhibitor Profit Sharing Program is not a replacement for advertising or offered in-lieu of any other aspect of the marketing of the show. I will certainly continue to advertise the show in many traditional ways (Radio/TV/Billboard/News & press release); I'm always exploring other non-traditional methods as well.

The line of people outside my door with their hands out is mind numbingly long; rather than signing on with every advertising agency or magazine in the country, I'm choosing to invest in my exhibitors and trust that the opportunity will be well received. I firmly believe that in working together we can create one of the finest self-reliance expos on the East Coast; and now that qualified exhibitors* have skin in the game, I am eager to see how they will rise to the occasion to better their own positions; as well as the positions of their fellow exhibitors.

*To become a Profit Sharing qualified exhibitor at Bullseye Preparedness & Outdoors Expo, exhibitors are required to abide by the following:

- Minimum participation requirement 1x 10'x10' booth at \$250.00
- Exhibitor registration/application completed/sent in and booth fees paid in full no later than June 30, 2018.
- This program does not apply to exhibitors receiving discounted or complimentary booth/table space as hosted by Bullseye Preparedness & Outdoors Expo
- Minimum requirements and deadlines are non-negotiable

Name: _____ Signature: _____ Date: _____

By signing; I understand that there is no specific expectation or guarantee of compensation as a result of the exhibitor profit sharing program. I also understand that as a participant in this program as an exhibitor that my own action and/or inaction now has a direct impact on my own overall experience.