

This letter is meant to be sent to your show organizer asking them to provide you with independently audited data...



(Your Company Letterhead and Logo)

Dear (Name of Show Organizer),

As a trade show investor, I am constantly seeking to justify my marketing spend. Independently certified, third-party event attendance numbers and demographics provide me with the data required to make sound exhibiting investment decisions, especially in this challenging economic climate. This data will help me answer the budget questions upper management consistently asks and give me confidence and assurance to know that trade show management is delivering the quality buyers from our target markets.

As a result, our business will benefit and we will be more likely to participate or continue to participate in a show whose attendance and demographics are substantiated by third-party audited data rather than one which is not.

I urge you to contact John Mikstay, CEM, Manager, Events Audit for BPA Worldwide at 203-447-2881; or email him at jmikstay@bpaww.com to learn more.

Sincerely,

YOUR NAME (Exhibitor)