



**RESULTS MANAGEMENT**  
**MERCER COUNTY AREA AGENCY ON AGING**  
Pittsburgh, PA (412)216-9557

**TO: Special Invited Companies to Become Exhibitors**  
**SUBJECT: Displaying at Upcoming Exhibit For 50% More LTC Major Decision Makers**

**YOU ARE ONE OF 40 COMPANIES INVITED TO EXHIBIT. FULL MONEY  
BACK  
GUARANTEE IF NOT SATISFIED.**

HOPING YOU BENEFITED FROM YOUR MOST RECENT HEALTH CARE SHOW! BUT AS YOU KNOW, ALL SHOWS AREN'T CREATED EQUAL. ISN'T IT TIME FOR YOU TO EXHIBIT AT AMERICA'S ONLY MONEY-BACK GUARANTEED LTC SHOW, ESPECIALLY WHEN IT IS THE LEAST COSTLY?

IF PHCA, PANPHA OR PACAH EXHIBITS HAVEN'T MET YOUR NEEDS, WE GUARANTEE WE WILL DO SO. OUR 75% RATE OF RETURN AMONG EXHIBITING COMPANIES TELLS THE TALE. PLEASE JOIN US.

**Results Management Exhibit/Conference**  
**Crowne Plaza Hotel - Pittsburgh Airport**

**DO YOU KNOW OF ANY EXHIBIT:**

That returns 75% of its exhibitors annually? That typically fills its Exhibit Space three weeks after its invitations are extended and thereafter turns away as many companies as it has accepted? That draws only decision makers, fully 60% of whom attend no other Exhibit annually.

Why be satisfied as one of 100 exhibitors sharing 200 attendees for one day at another show when you can be one of 20 Exhibitors sharing 200 long term care decision makers for 2 hours on each of 2 days? Especially when you can manage this trick for \$250/day? When your company may spend \$250 or more for a sales rep to make a single sales call to see one decision maker at his facility, wouldn't you be wiser to join us for the same cost? Two hundred fold efficiency demands your immediate action.

**That Provides Sales Opportunities Available Nowhere Else...**

Here are thirteen (13) reasons our exhibit is superior to competing events.

1. Ours is the only LTC exhibit scheduled for the Tri-State for 12-month period.
2. Far larger percentage of Chief Administrators/Owners (fully 85% of all attendees).
3. Only way for you to meet the broadest mixture of Administrators from the Profit (65%), Non-profit (30%), and Public Sectors (5%).
4. Far broader geographical mixture of Administrators from Tri-state and Central PA.
5. Only way for you to meet decision makers who do not participate in any State Association Conferences (as many as 60% of our Attendees).
6. 85% less competition among Exhibiting Companies (only 20 Companies/day).
7. Greater traffic flow during Exhibit periods.
8. Lower cost on per day basis.
9. Avoidance of "like product" exhibitors to insure exclusivity.
10. Guaranteed interest in your product line, or you would not be invited!
11. Exhibit housed in same ballroom with educational conference.
12. All conference programs available to your staff at no cost.
13. If dissatisfied, your registration fee will be fully refunded.

**Exhibit as an Elite LTC Provider...**

Gain full value for your time and money with the genuine sales leads being generated. Your company cannot develop 239 leads (the number of leads our most recent exhibit provided our 20 Exhibitors) more effectively, so register to exhibit within 30 days, while spaces still remain. Registrations will be accepted "first-come, first-serve".

Don't accept our word about our excellence. Call any of our recently exhibiting companies whose names we can provide you and get their honest appraisals!

**You Have Been Invited to Exhibit Because...**

Your company has been nominated by our Exhibit Advisory Committee of Chief Administrators, some of whose members are already your customers and who voted to provide a greater visibility for you with the LTC community which attends our exhibit. It was their belief in your integrity, quality, pricing, and/or service that has generated this invitation. **ONLY 40 COMPANIES ARE BEING INVITED.**

Please be among the 50% of invited companies that accept our invitation, glad to be included. Join us, so that 200+ long term care decision makers can do business with you. Included will be department heads from nursing, pharmacy, finance, personnel, dietary, activities, social work, and environmental services, but chief administrators, the sole decision makers for most purchasing, will represent fully 85% of the attendees

### YOU DON'T KNOW OF OUR EXHIBITS?

If you are unfamiliar with our Exhibits, perhaps it is because we;

1. Invite only 40 Companies (and only when nominated by our Advisory Committee) and may never have previously invited you.
2. Value the selectivity of our process that limits Exhibitors to only 20/day. Rest assured that the LTC Professional Community, especially at the NHA level, is loyal in supporting our Exhibits.

The exhibit takes place for two hours/day at mid-day, allowing the most efficient use of your time, leaving you with all morning and half of the afternoon for other business.

### INVITATION FOR YOU TO BE REPRESENTED BY A SPEAKER AT FUTURE CONFERENCE.

May I also invite you to nominate an executive staff member or one of your consultants to provide a presentation at an upcoming conference? This invitation is extended to you, whether you choose to exhibit or not, since it would involve your company in the most professional of ways. Nowhere else can you favorably influence so many decision makers so easily into becoming your customers. Incidentally, if we have mailed to the wrong company address, department, or individual, please direct this invitation the proper individual.

### NATIONAL CONFERENCE HELD WITH EXHIBIT ATTRACTS DECISION MAKERS ONLY.

Our exhibits/conferences are the premier events in the Northeast. See the enclosed EXHIBIT/CONFERENCE BROCHURE. Our conferences draw the most influential leaders from the skilled nursing home sector who wrestle with pressing professional problems, as directed by outstanding national authorities as speakers. Our speaking team and program agenda will be a worthy complement to our exhibit. In fact, if your staff needs high-quality accredited training, they should attend the educational sessions at no cost, as our guests, as part of your exhibitor benefit package.

### IMMEDIATE DEADLINE FOR YOUR RESPONSE

**DON'T DELAY IN REGISTERING; THIS IS THE ONLY INVITATION YOU WILL RECEIVE.**

Return the registration form below with payment of \$500 by the listed deadline. Call us at (412) 216-9557 if you need further details.

### EXHIBITOR REGISTRATION FORM, Pittsburgh Exhibit

If you plan to exhibit at RESULTS MANAGERMENTS exhibit, **take advantage of this registration option by returning this form and the required payment of \$500 by January 31.** All Registrations **postmarked by January 31** carry Exhibitor Fees of \$500 and \$350 for the 2- and 1-day display spaces, respectively

NAME \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

COMPANY \_\_\_\_\_

WORK ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

A 20% Fee becomes effective on all Exhibitor Registrations **postmarked after January 31**, and must be added to the fees of \$500 and \$350 listed just above (to total \$600 and \$420, respectively) in order for the Exhibitor Registration to be accepted. We will confirm your registration and provide full details within 72 hours of your response.

### MAKE CHECK PAYABLE TO RESULTS MANAGEMENT AND RETURN TO:

RESULTS MANAGEMENT  
114 TILLOTSON CIRCLE  
PITTSBURGH, PA 15237-3317

Date/s preferred - please circle; Day 1 and/or Day 2