

***SUMMER EXPO AND WORKSHOP  
JULY 20-22, 2008  
AIRPORT HILTON HOTEL  
AUSTIN, TX***

Don't miss out on a great opportunity to display your latest products, sell your innovative ideas and share new formulas! We are going un-Convention-al this year. It may be hot in July, but we are going to have the coolest of opportunities for you and your company at our Summer Expo and Workshop. With a Christmas in July theme, you'll have a chance to provide your customers with ideas and products to improve their holiday profits. We'll be providing industry education and product information for over 400 bakeries, deli shop owners, and culinary students from all over the United States, including Texas, New Mexico, Arkansas and Oklahoma. We want your company to be part of this exciting convention.

We have hired Freeman Exhibition Services, the largest decoration service in the nation. Their services include the ability for your company to advance ship all booth materials to their warehouse and have it waiting for you at your booth. What a great chance for you to drive up to the hotel and not have to spend hours unloading your van.

This year, there are two excellent opportunities to showcase your products. In addition to the Trade Show, we will be conducting hands-on workshops at the Texas Culinary Academy. Space is limited so sign up now to be one of the preferred suppliers and take advantage of the opportunity to demonstrate the versatility of your products. We are also offering free entry into the trade show for all of your customers. I've attached a sample generic coupon. You can print as many as you want or email me to receive a coupon personalized with your company name. You can then send them with your invoices, distribute the coupons with other marketing materials or use them as a tag along with your sales team.

The convention will take place at the Hilton Austin Airport in Austin, TX. The hotel has generously offered **GSWRBA** a preferred rate of \$119.00 per night. Log on to our website [www.gswrba.com](http://www.gswrba.com) and follow the hotel link to secure your reservations.

Fax or mail your vendor booth contract before July 1<sup>st</sup>. Join **GSWRBA** as an Allied member and save \$250.



Hope to hear from you soon,  
Katherine L. Bianchi  
Secretary, GSWRBA  
[gswrba@verizon.net](mailto:gswrba@verizon.net)  
214-564-7337