



2015 AGTA GemFair™ Tucson Very Important Buyer (VIB) Program

Dear AGTA GemFair™ Tucson Exhibitor,

With the help of our dedicated staff in Dallas and the members of our Show Committee, we are all undertaking the task of bringing more buyers to our 2015 AGTA GemFair™ in Tucson. I am sure you will agree that the more buyers we attract to our show in Tucson, the more sales opportunities will be created for all AGTA exhibitors. Please remember it is all a numbers game! - The more buyers we bring, the more sales opportunities we will all have. We requested in prior email blasts that you provide AGTA staff with customer lists to be invited as VIBs, by you, the exhibitors.

I would like to challenge each and every one of our exhibitors to set an example and provide the AGTA staff with at least 20 of your favorite customers by September 29, 2014 - of course, the list should include contact information. Each of your customers will be invited to take part in our VIB program with a special invitation and a handwritten note from AGTA announcing your name and your company as the originator of the invitation. I can almost guarantee to each of you, that the first company your customer comes to see at GemFair will be you!

It is a win-win situation for you, and especially for your customers. I can promise you that the list you'll provide our AGTA staff will remain highly confidential and will be used only for the purpose of inviting your customers to the AGTA GemFair™ Tucson. Set an example and provide our staff with your list!!! I did mine!

Thanks for your cooperation,

Avi Raz
AGTA Show Committee Chairman

Please send your list to Kami Swinney at kami@agta.org or fax: 214-742-7334 by **September 29th** to have your customers considered for the VIB Program. Thank you!

