

# The Special Event

January 30, 2004

Bob Collins  
Me3Productions  
235 E. Broadway, Suite #206  
Long Beach, CA 80807

Dear Bob,

The Special Event 2004 is in the history books with an amazing success!

- More attendees than EVER with an over 20% increase in attendance over last year
- The BEST EVER General Session with music, magic and featured speaker John Alston
- More education with four full days of workshops and seminars
- Sold out: Welcome Party, Wedding Lunch, and Theme Lunch
- A SOLD OUT trade show with its own parade, an action-packed performance stage, and an AIFD floral design center

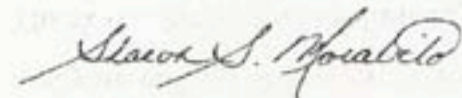
The event industry has celebrated in style and it would not have been possible without YOU and your endless dedication, talents and time.

Thank you for leading the industry as one of our top Gold sponsors! You have taken every event "over the top" with your showcasing of your cutting edge goods and services. The reviews from all of your guests are "AMAZING!" and we hope you see this fantastic exposure translate into many new customers.

Watch for the event coverage and your ad in the March Special Events Magazine. And purchase official event photos at [www.universaleventphoto.com](http://www.universaleventphoto.com).

As you may not know, Betsy will not be your contact for next year in Miami! In the interest of providing the utmost service to our sponsors of The Special Event Show, Primedia has put together a professional team to manage and support the Showcasing Events and Sponsorship Programs. Sarah Ruhl, Conference and Events Manager and Kim Romano, Event Sponsorship Manager will spearhead the team. If you are interested in participation in 2005 please contact Kim Romano, at (203) 358-4257.

Again, we send our very best!



Sharon Morabito  
Group Show Director  
Primedia Business Exhibitions



Betsy Wiersma, CSEP  
Director of Events & Sponsorship  
Wiersma Experience Marketing