

# COMPUTER FAIR



## The Country's Most Exciting Computer Show!

Successful businesses do what it takes to increase their loyal customer base. What would you do to have thousands of qualified computer buyers come to your business, ready to buy your product or service, all in one weekend? What if you could gather these thousands of prime customers together waiting to see and hear what you have to sell. Meet your potential customer in person, face to face at Computer Fair!

Whether you are interested in establishing or increasing your business, West Coast Expos, Inc. Computer Fair is a proven way to bring in the customers. Not just passive shoppers, but voracious consumers. They are quality computer savvy customers. Over 90 percent of Computer Fair attendees purchase product.

Draw upon the reputation of Computer Fair to make your mark with attendees. West Coast Expos, Inc. Computer Fair is the country's most exciting computer show running over two decades strong. The Computer Fair is well known among the computer buying public as the quality computer show. They know that only special selected days are available for them to be there and buy.

With the business you do at Computer Fair, you'll be able to take advantage of higher volume discounts on your merchandise, allowing you to be more competitive and more profitable.



### As a Computer Fair exhibitor you benefit from sellout crowds attracted with a large marketing budget.

- Direct mail to over 200,000 known computer user households every eight weeks.
- Full page color ads in computer trade magazines.
- Major daily newspaper display ads for each show.
- Over 300 radio commercials for each show, including live radio broadcasts.
- Television commercials in selected markets.
- Billboards posted throughout the targeted region.
- Direct e-mail to over 25,000 attendees every month.
- A regularly updated web site, with over 100,000 page views per month.
- A 24-hour toll free information phone number.

### As a Computer Fair exhibitor you can expect:

- A well run and professionally managed show.
- A clean, desirable exhibit space that includes tables, chairs and electrical power.
- Easy exhibit hall move in and move out. No union labor required.



The Computer Fair experience is an electrified buying atmosphere. Consumers are charged with the rush of the crowd. Business is being done at every exhibit. The sheer quantity of quality product drives the serious consumer to the show. Many attendees are computer consultants, buyers for companies or schools, and buyers from retail stores. Just one look at all the customers with their own hand trucks piled high with boxes, tells the whole story: The Computer Fair is a buying frenzy. Wouldn't you like to put your product or service in front of these hungry consumers?

It's not unusual for a Computer Fair exhibitor to generate a half million dollars in sales in just one weekend. Would you believe many of these companies started out as small, home-based businesses? It's true. The success stories are endless.

*"A wonderful way to increase sales and gather a multi-faceted database of REPEAT customers. Where else can you go to sell ONE MONTH'S worth of in-house sales in ONE day?"*

Ida Sugiman, Digital Computerland

*"The only shows that we can consistently, every time, guaranteed make money is at West Coast Expos, Inc. Computer Fair."*

Rick, XDR II Company

*"In my experience over the past 17 years, these shows are the most successful and reliable for everybody."*

Sam Mazarian, AAA, Inc.

If you are ready to enjoy the success shared by hundreds of current Computer Fair exhibitors...don't wait. Experience for yourself the buying power of thousands of customers. Become part of the prosperous Computer Fair family. An experienced West Coast Expos, Inc. Sales Consultant will help you reserve your exhibit space. It's your turn to cash in on some very big business.

**Call 800-800-5600 [www.lacomputerfair.com](http://www.lacomputerfair.com)**