



April 16, 2009

Richard Erschik
Leads to Sales, Inc.
902 S. Randall Rd. Suite C338
St. Charles, IL 60174

Dear Richard,

Thank you for the valuable services you have been providing to TLA exhibitors since 2003.

The on-site exhibitor education seminar that we have titled the "Power Hour" was very successful again at the TLA 2009 Conference. We proved that holding it on exhibitor move-in day and in the exhibitor lounge was the best time and location. I witnessed over 100 exhibitors in the lounge during the program and counted 51 that actively attended your presentation.

Your delivery is no doubt experience based, very professional, educational, informative, fact-based and humorous - so our attendees enjoy interacting with you while they learn valuable information about how to do pre-show marketing/promotion, how to conduct themselves in their exhibit booth, and most importantly how-to follow up on their leads after the show to maximize ROI.

In addition, making yourself available to our exhibitors on a one-on-one consulting basis, during the remainder of the move-in day and first day of the show, proves invaluable. Since you have been an exhibitor yourself, our exhibitors took advantage of your expertise as you assisted them with booth layout for maximum traffic flow.

Prior to TLA, your two education articles that we offer to our exhibitors 90 and 60 days prior to the conference and the additional service of one-on-one consulting that you provide year round offer our exhibitor's advantages to your expertise that are unparalleled.

In the coming year, we plan to contract with you to also host a webinar six months prior to TLA. Our vendor roundtable will co-sponsor this program.

You have continued to offer new and exciting program offerings to assist our exhibitors with their varied needs. Your service is one of my best investments throughout the year. I highly recommend you as a partner in exhibitor education for any tradeshow planner or organizer.

Thank you!

A handwritten signature in black ink that reads "Cindy Boyle".

Cindy Boyle, CEM
Manager, Exhibits and Vendor Relations
Texas Library Association
www.txla.org
cindyb@txla.org