



www.f100westernnationals.com

When: Saturday, June 25, 2011

Where: Canyon RV Park at Featherly, Anaheim, Ca.

Who: Pickups Limited, Orange County Chapter

As Event Chairman, I would like to extend a special thanks to all of our loyal vendors and sponsors for continuing to support Pickups Limited, Orange County Chapter's F-100 Western Nationals. Show attendance continues to grow since its relocation to Southern California, now recognized by Ford truck hobbyists, web sites, magazines and the classic truck industry as a must-attend event. The focus of this event is truck owner camaraderie and an annual reunion of all Pickups Limited's Chapters, however, each year show registration continues to grow along with increased spectator foot traffic as dyed-in-the-wool enthusiasts from as far away as Tennessee flock to this unique show!

As a vendor, this is a great opportunity to build your business and provide product exposure directly to your customers and allow them the opportunity to ask questions and you to build business relationships. This is the only event of its kind on the West Coast and the show's emcee takes the opportunity to interview each vendor and introduce and highlight new products, many of which are seen by the public for the first time! The F-100 Western Nationals has now become a premier event covered by the national consumer magazines, along with listing our vendors and sponsors!

As an added value, your business logo and hyper link to your web site will be prominently displayed on our web site for a full year! Our club site now reports over a thousand hits a day! As an added value, web site banners are exclusive to you, our event sponsors and vendors and have not been available to your competitors.

Pickups Limited, Orange County, a California registered Non-Profit organization, donates a portion of the F-100 Western Nationals proceeds to local charities, this past year selecting a major cancer research center. Sponsorship fees contribute to a portion of our donations; however, we have opted to keep vendor prices the same as last year in lieu of the economy.

Please join us for the 2011 F-100 Western Nationals as we once again host the West Coast's premier all-Ford classic truck show.

Regards,
Ed Oe, Event Chairman
VP Pickups Limited, OC
657-464-3115 or sales@pickupslimited.com
www.f100westernnationals.com

Category Award Sponsor & Vendor - @\$150

- sponsor a category winner
- receive a 10' x 10' vendor spot
- receive a full color ¼ page ad in the program
- receive announcements by the DJ during the event
- receive a line listing & hyperlink on the PUL web site for one year
- catalog or flyer insert in event goody bag

Special Interest Award Sponsor & Vendor - @\$275

- sponsor a "top 15" - Special Interest award
- receive a 10' x 20' vendor spot
- receive a full color full 'non-cover' page ad in the program
- receive announcements by the DJ during the event
- receive a line listing & hyperlink on the PUL web site for one year
- receive a 1" x 1" banner ad on the PUL web site for one year
- catalog or flyer insert in event goody bag

BEST OF SHOW & Vendor - @\$650

- sponsor the 'BEST OF SHOW' special award
- receive a vendor spot
- receive full color center spread ad
- receive announcements by the DJ during the event
- receive a line listing & hyperlink on the PUL web site for one year
- receive a 1" x 3" banner ad on the PUL web site for one year
- catalog or flyer insert in event goody bag

EVENT PROGRAM ADVERTISING ONLY - all ads are full color

- Spread or Inside Front/Back Cover Double Truck - \$400
- DOUBLE TRUCK - \$300
- INSIDE OR OUTSIDE BACK COVER - \$225
- FULL PAGE - \$175
- ½ page - \$120
- ¼ page - \$75

VENDOR ONLY FEES -

- Standard 10' x 10' vendor fee - \$100

FOOD VENDORS - SOLD OUT

CAN'T MAKE OUR EVENT?

You can still get placement in the event goody bag and participate in our raffle. Contact sales@pickupslimited.com or call (657) 464-3115 and find out how you can join this great event.

* all vendor fees include a \$25 park permit fee
* all fees and advertising are due and payable before 6/1
* \$25 late fee for vendors or ads after 6/1/09 based on space available
* ALL ADS must be print ready in PDF, JPG, or other ADOBE type of formats