

Every two months, this style of e-mail is sent to all subscribers of *PLSN* for whom we have an e-mail address. If they are interested in learning more about the products they have seen in *PLSN*, then they click the link below.



Welcome to Instant Info:
FREE Product Information from the
March & April 2010 issues of *Projection, Lights & Staging News*

As a *Projection, Lights & Staging News* reader, we know you're interested in the latest SERVICES AND EQUIPMENT as advertised in *Projection, Lights & Staging News*. Here is an easy way to find out more about the latest gear and services you have seen in the past two issues.



By using our product and information service and requesting information on an advertiser, you will be entered to win an iPod Shuffle.



Once everyone has requested information an e-mail is returned to the advertiser. Attached to this e-mail is a spreadsheet of the subscribers' contact information including the company they work for as well as e-mail, mailing address and phone number.



FREE PRODUCT INFO FROM Projection Lights & Staging News

As a valued subscriber to Projection Lights & Staging News magazine, we would like to welcome you to Projection Lights & Staging News Information Service.

By simply selecting one or more categories of interest, you can view and request more information about products and services with a few clicks of your mouse.

Categories	
<input type="button" value="Check All"/>	
<input type="checkbox"/> Audio Sales, Rentals & Installations	<input type="checkbox"/> Automated Lighting
<input type="checkbox"/> Cable Products & Connectors	<input type="checkbox"/> Cases
<input type="checkbox"/> Clamps	<input type="checkbox"/> Color Changers & Gels
<input type="checkbox"/> Console Lights	<input type="checkbox"/> Controllers
<input type="checkbox"/> Conventional Lighting	<input type="checkbox"/> Dimmers
<input type="checkbox"/> DMX Products	<input type="checkbox"/> Education & Conferences
<input type="checkbox"/> Equipment Leasing	<input type="checkbox"/> Flying Stunts
<input type="checkbox"/> Foggers/Hazers	<input type="checkbox"/> Generators
<input type="checkbox"/> Job Opportunities	<input type="checkbox"/> Labor
<input type="checkbox"/> Lamps	<input type="checkbox"/> LCD Projectors
<input type="checkbox"/> LEDs	<input type="checkbox"/> Lighting Sales & Rental
<input type="checkbox"/> Media Servers	<input type="checkbox"/> Mobile Stages
<input type="checkbox"/> Motors & Controls	<input type="checkbox"/> New Products
<input type="checkbox"/> Projectors	<input type="checkbox"/> Pyrotechnics & Special Effects
<input type="checkbox"/> Softgoods	<input type="checkbox"/> Software - Miscellaneous
<input type="checkbox"/> Software - Rental	<input type="checkbox"/> Software - Visualization
<input type="checkbox"/> Staging	<input type="checkbox"/> Tape & Expendables
<input type="checkbox"/> Theatrical Drapes	<input type="checkbox"/> Trucking & Freight Forwarding
<input type="checkbox"/> Trussing & Rigging	<input type="checkbox"/> Video Processing
<input type="checkbox"/> Video Projection & Production	

For customer service, email us at rs@plsn.com.





FREE PRODUCT INFO FROM Projection Lights & Staging News









As a valued subscriber to Projection Lights & Staging News magazine, we would like to welcome you to the Projection Lights & Staging News Online Product Information Service. Simply click on the companies you would like more information on and go directly to their Website or click on the Request Info box then Submit to have them send you more information.

To learn more about a specific company's services or product, click on the Image Icon to view the ad for each company. Moving your cursor over the ad will produce a small box in the lower right corner which you can click on to enlarge the ad to full size if necessary.

Audio Sales, Rentals & Installations

Company	Product Description	Image	Request Info
			from all <input type="checkbox"/>
<u>Event Tech</u>	One-off Productions*Equipment Rentals*Touring Productions		<input type="checkbox"/>
<u>Scharff Weisberg</u>	Audio/Video/Lighting Equipment Rentals		<input type="checkbox"/>
			<input type="button" value="Submit"/>

Automated Lighting

Company	Product Description	Image	Request Info
			from all <input type="checkbox"/>
<u>Clay Paky America</u>	Alpha 300 Spot HPE		<input type="checkbox"/>
<u>Elation</u>	Design 300 Series		<input type="checkbox"/>
<u>Elation</u>	Expressed by Impression		<input type="checkbox"/>
<u>Inner Circle Distribution/Coemar</u>	Infinity Wash XL		<input type="checkbox"/>
<u>Martin Professional</u>	smartMAC		<input type="checkbox"/>
<u>PR Lighting Ltd./ Pearl River</u>	XL Series Lighting		<input type="checkbox"/>
<u>Robe America</u>	ColorSpot 2500E AT		<input type="checkbox"/>
<u>SGM Lighting Group</u>	Giotto Digital 1500		<input type="checkbox"/>

Effective Advertising is Measurable Advertising



Best Practices for *Instant Info* Leads...

1. Responding to *Instant Info* leads is extremely easy, quick and cost-effective. Since you receive the respondents e-mail address, thank them via e-mail for their interest in your product or service.
2. In the same e-mail, direct the respondent to the link for your rep directory or the product they are inquiring about or do both in the same e-mail.
3. Send respondents an e-mail inviting them to come and meet you at an upcoming tradeshow.
4. Mail them a catalog.
5. Add them to your company's newsletter distribution list. (Start one if you don't have one.)
6. Send the leads directly to your rep in the respondent's area.
7. Add them to your permanent database.
8. You can call them. However, it is better to try and communicate with them electronically to further qualify them.

What *Instant Info* leads are not...

1. Instant Sales – these leads are not lay-down sales. They are customers that still need to be sold. If you don't follow up with these leads, they will mean nothing. Treat them exactly like you would leads from a tradeshow. The difference between these leads and a cold call is *Instant Info* responders have shown an interest in your product.

Additional Benefits of *Instant Info* leads...

1. *Instant Info* leads are a great indicator of the strength of your creative. If you run them over a period of several months, you can see what got the market's attention and what didn't.
2. Your *Instant Info* leads will allow you to see the quality of the responders (i.e. venues, engineers, rental and install companies, etc.)

Results Count!
Advertise where you receive
QUANTIFIABLE results.

Call today to learn more how we can grow your business.

Greg Gallardo Michael Devine Matt Huber Terry Lowe Dan Hernandez
702-454-8550 702-478-8112 702-932-5585 702-932-5585 818-435-2285