



## U.S. COMMERCIAL SERVICE

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Dear International Marketing Executive:

**The U.S. Commercial Service, America's front line export promotion agency, is pleased to invite American firms to participate in the U.S. Pavilion at Expoprotection/Fire 2004**, France's largest international Safety, Security, Fire Fighting and Rescue Exhibition. **Organized by Reed Exhibitions with the support of the U.S. Commercial Service office at the U.S. Embassy in France, the U.S. Pavilion will provide a focal point for American exhibitors at this important event.** Expoprotection/Fire will be held at the Paris-Nord Villepinte Exhibition grounds, Paris, France from November 2-5, 2004.

Reed Exhibitions, with the support of the U.S. Commercial Service in France, will be offering a comprehensive trade promotion program to promote U.S. companies at one of Europe's most prestigious security and safety trade exhibitions. **This package includes a turnkey booth in the highly visible U.S. Pavilion, pre-show promotion, a market briefing, logistical and special on-site assistance, interpreters and especially customized marketing assistance to U.S. Pavilion exhibitors for the duration of the show. The U.S. Commercial Service will take care of the details, enabling you to focus on meeting face-to-face with potential customers.**

Expoprotection/Fire is a truly comprehensive exhibition, covering the entire range of products in the security, firefighting and prevention of occupational risks sectors. With over 930 exhibitors from 35 countries and 27,000 visitors expected, the scope of the show reflects its world-wide reputation as an event not to be missed by U.S. suppliers of security products and technology.

We urge American firms to take advantage of the unique opportunities afforded by participation in the U.S. Pavilion at ExpoProtection/Fire 2004. **For more information**, please feel free to contact me at the above address and visit the following web address [www.expos-protection.com](http://www.expos-protection.com).

Sincerely,

Cara Boulesteix  
Director, Industrial Products  
Group, Safety/Security Division

