

EXHIBITOR PROSPECTUS

National Association of Consumer Shows
2012 Annual Convention

May 16-17, 2012 • Las Vegas, Nevada

WHAT IS NACS?

The National Association of Consumer Shows (NACS) was founded in 1987 to further the interests of consumer show producers and suppliers. The NACS Annual Convention is a great opportunity to meet the key decision makers in the consumer show industry who represent hundreds of shows annually and millions of square feet.

WHO WILL ATTEND?

Consumer show producers. Because NACS focuses solely on the issues and concerns of the consumer show industry, our show attracts the premier consumer show producing organizations in North America.

WHY SHOULD YOU EXHIBIT AT THE 24th ANNUAL NACS CONVENTION?

- **MAXIMIZE YOUR MARKETING DOLLARS!!**
- A cost effective way to make new contacts and maintain existing business relationships
- Expanded professional contacts
- A focused audience
- Dedicated exhibit hours coupled with meal functions to increase exposure
- A member mailing list (in excel) to promote your participation
- A Early Bird discount is available on tradeshow booth when registering before or on March 2nd
- A complete list of attendees (after the Convention)
- A listing of your company in pre-Convention publications
- A listing in the on-site convention program, if signed up by April 6th
- A listing in the *NACS Show Producer* newsletter post Convention
- Concentrated exhibitor hours to get exclusive access to Convention attendees.

WHEN WILL THE EXHIBITS BE HELD?*

Set-up:	Wednesday 5/16/12	3:00 – 6:00 pm
Show Hours:	Wednesday 5/16/12	6:00 – 7:30 pm
	Thursday 5/17/12	8:00 am – 2:30 pm (With over 2 ½ hours of dedicated exhibit time!)
Tear Down:	Thursday 5/17/12	2:30 – 5:00 pm

**Subject to change*

WHERE IS THE CONVENTION BEING HELD?

Activities of the 2012 NACS Annual Convention are being held at the Paris Las Vegas Hotel with the exception of Thursday's evening function, which will be held offsite.

WHAT DO YOU NEED TO EXHIBIT?

Your NACS booth includes 10'x10' pipe and draped space, a skirted table, two chairs, a wastebasket and one line ID sign. The room is carpeted. NOTE: Perimeter booths (spaces 9-36) will have 8' back drape and all others will have a 3' back drape. Exhibitors are encouraged to promote their participation in the NACS Convention and will be provided with an attendee mailing database (upon request on form) to be used for this purpose. Additional booth furnishings, including furniture, electricity and internet will be available for ordering through the official show decorator.

Be sure to indicate your top three booth selections on the registration form. Space is limited – so register early. Exhibit space will be sold on a first-come, first-served basis and are subject to space reassignments.



SPONSORSHIP OPPORTUNITIES

National Association of Consumer Shows
2011 Annual Convention
May 16-17, 2012 • Las Vegas, Nevada

Gain visibility and show your support for the industry and NACS by sponsoring an event at the Convention. This is a great way to put your facility or company in the spotlight! Sponsorships are available on a first-come, first-served basis. All sponsors will receive a full member mailing list (in excel) for a one-time use to promote your support of the Convention.

BADGE LANYARDS

\$950 (\$650 if you provide your own lanyards)

This sponsorship extends promotional impact on the show since each attendee will receive a badge holder cord in their registration packet bearing your company name and logo (*your preference*). Additional benefits include listing in the convention brochure as a sponsor (if received prior to printing) and acknowledgement in the *NACS Show Producer* Newsletter.

REGISTRANT PACKETS

\$550

Each attendee will receive a registration packet bearing your company name and logo (*your preference*). Additional benefits include listing in the convention brochure as a sponsor (if received prior to printing) and acknowledgement in the *NACS Show Producer* Newsletter.

SPEAKER SPONSORSHIP

\$500-\$1,000 (multiple opportunities available)

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored presentation promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored session.

SPEAKER GIFTS

\$1,000

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), and acknowledgement in the *NACS Show Producer* Newsletter.

FIRST TIMER'S RECEPTION

\$1,250

Benefits include invitation for up to two company representatives to attend the function, listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored event promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored event.

WELCOME RECEPTION

\$2,200

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored event promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored event.

THURSDAY CONTINENTAL BREAKFAST

\$1,750

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored event promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored event.

THURSDAY LUNCH

\$2,000

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored event promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored event.

THURSDAY EVENING OUTING

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored event promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during sponsored event.

THURSDAY BREAKS

\$850

Benefits include listing in the Convention brochure as a sponsor (if received prior to printing), signage at the sponsored events promoting your organization, acknowledgement in the *NACS Show Producer* Newsletter and opportunity to address the audience during convention.

**INTERESTED IN A SPECIAL SPONSORSHIP OPPORTUNITY – YOUR IDEAS ARE WELCOME!
CALL THE NACS OFFICE TO DISCUSS OPPORTUNITIES.**

National Association of Consumer Shows

2012 EXHIBIT SPACE & SPONSORSHIP AGREEMENT - PAGE 1

BOTH PAGES MUST
BE COMPLETED &
RETURNED

Company Name _____

Contact Name _____

The contact person listed above is: *(circle one)* convention registrant / exhibit only booth personnel / non-attending contact

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Would you like a member mailing list (in Excel) to promote your participation in the convention? Yes No

Exhibits

	<u>Member Price</u>	<u>Non-Member Price</u>
# _____ Trade Show Booth w/ Full Convention Registration*	\$875	\$1075
# _____ Additional Exhibitor Full Convention Registration	\$350	\$550
# _____ Trade Show Booth Only* (limit of 2 booth personnel)	\$625	\$775
# _____ Thursday Night Function Ticket (for booth personnel who are not Full Convention registrants)	\$125	\$125

*Early Bird Discount; Register Before March 2, 2012 and Deduct \$50 from Trade Show Booth Fees

Sponsorships

- | | |
|---|---|
| <input type="checkbox"/> Badge Lanyard Sponsorship | SPONSORED |
| <input type="checkbox"/> Registrant Packet Sponsorship | SPONSORED |
| <input type="checkbox"/> Speaker Sponsorship | \$500-\$1,000 Indicate Amount: \$ _____ |
| <input type="checkbox"/> Speaker Gift Sponsorship | SPONSORED |
| <input type="checkbox"/> First Timer's Reception Sponsorship | SPONSORED |
| <input type="checkbox"/> Welcome Reception Sponsorship | SPONSORED |
| <input type="checkbox"/> Thursday Continental Breakfast Sponsorship | \$1,750 |
| <input type="checkbox"/> Thursday Break Sponsorship | SPONSORED |
| <input type="checkbox"/> Thursday Lunch Sponsorship | SPONSORED |
| <input type="checkbox"/> Thursday Evening Outing Sponsorship | SPONSORED |

Total Amount Due \$ _____ (payment accepted in US funds only)

Exhibit Limitations: Only one venue/supplier per exhibit space; all name badges will list the company name above. Space is limited. Early registration is encouraged. Registrations will be accepted on a first-come, first-served basis.

Cancellation Policy: Exhibit cancellations received on or before to April 2, 2012 will receive a 50% refund. Exhibit cancellations received after April 2, 2012 or no-shows will not receive a refund.

Event Cancellation or Change: In the event of inadequate registration, weather problems or other events beyond NACS' control, a convention may be moved or cancelled. Should this occur, an attempt will be made to contact all registrants/exhibitors and fees will be refunded, as appropriate.

PAYMENT OPTIONS: Check, Payable to NACS Visa/MasterCard American Express
Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Please complete BOTH pages of this form and mail or fax this form with payment to:

NACS

NACS, 147 SE 102nd Avenue, Portland, OR 97216 Fax: 503.253.9172

Questions? Contact NACS at 800.728.6227, 503.253.0832 or via email at info@publicshows.com

2012 NACS EXHIBITOR REGISTRANT & EXHIBIT ONLY FORM - PAGE 2

Please complete the following for all Exhibitor Full Convention Registrants and Exhibit Only Booth Personnel.

For additional registrants, please copy this form.

PRIMARY

Please indicate:

Full Convention Registrant

Exhibit Only Booth Personnel
Limit 2 per exhibit

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Is this your first time attending the NACS Annual Convention? Yes No

Will you be attending the Thursday night function? Yes No

Special Needs: Please indicate any special needs (i.e. dietary restrictions, handicap access) that dictates advance planning on our part: _____

ADDITIONAL

Please indicate:

Full Convention Registrant

Exhibit Only Booth Personnel
Limit 2 per exhibit

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Is this your first time attending the NACS Annual Convention? Yes No

Will you be attending the Thursday night function? Yes No

Special Needs: Please indicate any special needs (i.e. dietary restrictions, handicap access) that dictates advance planning on our part: _____

For additional registrants, please copy this form.

EXHIBIT SPACE SELECTION

Please provide three booth selections: #1 _____ #2 _____ #3 _____

Special Notes: _____

Space will be assigned on a first-come, first-served basis. We will do our best to accommodate your top choice, however, we cannot guarantee your desired booth space and reserve the right to assign space.

