



National Association of Consumer Shows
2017 NACS Annual Convention
Presented by SMG Convention Centers

June 27 - 29, 2017 | The Pfister Hotel | Milwaukee, Wisconsin

EXHIBIT & SPONSOR OPPORTUNITIES & DETAILS

WHERE IS THE CONVENTION BEING HELD?

Activities of the 2017 NACS Annual Convention will take place at The Pfister Hotel located in Milwaukee, Wisconsin with the exception of the evening function on Tuesday and Wednesday, which will be held off-site.

WHEN WILL THE EXHIBITS BE HELD?

Wednesday, June 28 and Thursday, June 29. The exhibit hall will be open during the entire convention and will have dedicated Vendor Fair times throughout the two-day event. To maximize exhibitor exposure and traffic, most general education sessions, meals, and breaks will take place in the exhibit area.

Our scheduled and dedicated Vendor Fair will be:

- **Wednesday, June 28:** 8:00 am – 4:30 pm (with individual introductions during lunch)
- **Thursday, June 29:** 8:00 am – 3:10 pm
 - **Set-Up:** Tuesday, June 27 from 1:00 – 5:00 pm
 - **Tear-Down:** Thursday, June 30 from 3:00 – 6:00 pm

Early tear-down is prohibited.

*The hours will be scattered due to the program and break schedule.
Schedule is subject to change.*

WHAT DOES AN EXHIBIT INCLUDE?

Your NACS exhibit space includes one 6' skirted table, two chairs, a wastebasket, and an ID sign. Your exhibit fee also includes one full individual convention registration (for access to all hosted education, social events, meals, and materials). The room is carpeted. Additional booth furnishings, including electricity and internet will be available for ordering through the hotel. An exhibitor kit will be provided in May 2017. Additional convention registrations can also be purchased at a discounted rate.

***NOTE: There will be no pipe and drape dividers for exhibit space.**

WHERE DO I STAY?

Please book your lodging at our host hotel, The Pfister Hotel, located at 424 E Wisconsin Ave, Milwaukee, WI 53202. A discounted rate of \$199 (for a single/double traditional room) has been secured for our convention guests. Applicable state and local taxes or fees not included; please verify all reservation details and cancellation policies directly with the hotel. Rates will be available three days before and after the convention dates for your convenience, so consider extending your stay for a vacation or other personal getaway!

To make a reservation, please call 414-935-5942 or visit bit.ly/ThePfister2017 by June 5, 2017.

REGISTRATIONS

All exhibits are only sold with one full convention registration. We offer additional exhibit registrants a discounted rate (we must receive a registration form for each person attending). Sponsorships do not receive a registration, but they can be purchased separately on the attendee registration form. Space is limited – so register early. **Discounted pricing ends June 5, 2017.** See enclosed form for details and pricing. Exhibit space and sponsorships will be sold on a first-come, first-served basis. Exhibits are subject to space reassignments. First right of refusal will be given to previous year's sponsorships.

NACS SPONSORSHIP OPPORTUNITIES

Why sponsor at the NACS Convention?

It's an effective way to put your company or facility in front of the important buying group that show producers represent. Through sponsorships, you demonstrate your support for the industry, the National Association of Consumer Shows, and its members.

BENEFITS OF SPONSORSHIPS: Each sponsor receives a full member mailing list (in excel) for use to promote your support of the Convention; acknowledgement in pre-event and on-site materials, on the NACS website, in the NACS *Show Producer* newsletter; a listing in the convention brochure (if received prior to printing), and in convention promotional emails and notifications.

PRESENTING CONVENTION SPONSOR

\$20,000

Benefits include the above, as well as: acknowledgement as the Presenting Sponsor of the 2017 NACS Convention, exclusive sponsorship of the off-site evening social event, negotiated exhibit spaces, one rotating sponsor box on the homepage of the NACS website for your company logo, sponsorship of one keynote speaker, an opportunity to address the audience during the sponsored keynote, opportunity to address the audience at the evening event, and signage at the sponsored events promoting your organization.

WELCOME RECEPTION SPONSOR

\$2,500

Benefits include the above, as well as an opportunity to address the audience during the event and signage at the sponsored event promoting your organization.

FIRST TIMERS RECEPTION SPONSOR

\$2,000

Benefits include the above, as well as an opportunity to address the audience during the event, an invitation for up to two company representatives to attend the function, and signage at the sponsored event promoting your organization.

WEDNESDAY LUNCH SPONSOR

\$2,500

Benefits include the above, as well as an opportunity to address the audience during the event and signage at the sponsored event promoting your organization.

THURSDAY LUNCH SPONSOR

\$2,500

Benefits include the above, as well as an opportunity to address the audience during the event and signage at the sponsored event promoting your organization.

KEYNOTE SPEAKER SPONSORSHIP

\$2,000 (each; 2 available)

Benefits include the above, as well as an opportunity to address the audience during sponsored session, introduction of the sponsored speaker, and signage at the sponsored presentation promoting your organization.

CONTINENTAL BREAKFAST SPONSOR

\$1,750 (each; 2 available)

Benefits include the above, as well as an opportunity to address the audience during the event, and signage at the sponsored event promoting your organization.

SPEAKER GIFTS SPONSOR

\$1,000

Benefits include the above, as well as acknowledgement on/in the gift presented to the speaker(s).

BREAK SPONSOR

\$850 (multiple available; select on form)

Benefits include the above, as well as signage at the sponsored events promoting your organization.

BADGE LANYARD SPONSOR

\$650 (plus you provide your own lanyards)

Benefits include the above, as well as each attendee will receive a badge holder cord in their registration packet bearing your company logo.

ATTENDEE PACKETS SPONSOR

\$550

Benefits include the above, as well as each attendee will receive a custom registration packet with your company logo.

Want to offer a UNIQUE sponsorship not listed here? Perhaps something you have tried elsewhere or would like to try with NACS? Your ideas are welcome! Let's discuss! Call Jade Deitrick in the NACS office at 800.728.6627.



National Association of Consumer Shows
2017 NACS Convention Exhibit Space & Sponsorship Agreement
 June 28 - 30, 2017 | Milwaukee, Wisconsin

To register for an exhibit or sponsorship, please complete the following form and return with payment to the NACS office. **Only one exhibit per form (may include a sponsorship).** Exhibits include one full individual convention registration. Sponsorships do not include a convention registration, but can be purchased separately.

Company Name (exactly as it should be listed) _____

Full Convention Registrant (Include all designations) or **Sponsorship Contact Name** _____

If you are an exhibitor and the above person is only the sponsor contract, please list the name and position title of the convention attendee. _____

Mailing Address _____ Position Title _____

City _____ State _____ Zip _____

Phone _____ Toll Free _____ Fax _____

Email _____ Website _____

- Would you like a member mailing list (in Excel) to promote your participation in the convention? Yes No
- Is this your first time attending the NACS Convention? Yes No
- Will you be attending the Wednesday night function (included in fee)? Yes No
- **Special Needs:** Please indicate any special needs (ex.: dietary restrictions, handicap access) that requires advance planning on our part: _____

EXHIBIT SELECTION:	Discounted Price (on or before June 5)	Regular Price (after June 5)
Please check one box:	NACS Member*: <input type="checkbox"/> \$750	<input type="checkbox"/> \$825
	Non-Member: <input type="checkbox"/> \$825	<input type="checkbox"/> \$900

*Member pricing is based on the status of the individual listed above.
 If you are interested in more than one table top exhibit, contact the NACS office at 800.728.6227.

EXHIBITS TOTAL \$ _____

SPONSORSHIPS - Please select:

<input type="checkbox"/> Badge Lanyard Sponsor	\$650	<input type="checkbox"/> Lunch Sponsor: <input type="checkbox"/> Wed. / <input type="checkbox"/> Thurs.	\$2,500
<input type="checkbox"/> Attendee Packet Sponsor	\$550	<input type="checkbox"/> Break Sponsor: <input type="checkbox"/> Wed. / <input type="checkbox"/> Thurs.	\$850
<input type="checkbox"/> Keynote Speaker Sponsor (2 avail)	\$2,000	<input type="checkbox"/> Cont. Breakfast Sponsor: <input type="checkbox"/> Wed. / <input type="checkbox"/> Thurs.	\$1,750
<input type="checkbox"/> Speaker Gifts Sponsor	\$1,000	<input checked="" type="checkbox"/> Presenting Sponsor	\$20,000
<input checked="" type="checkbox"/> First Timers Reception Sponsor	\$2,000		
<input checked="" type="checkbox"/> Welcome Reception Sponsor	\$2,500		

SPONSORSHIPS TOTAL \$ _____

TOTAL AMOUNT DUE \$ _____

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 June 5, 2017 will receive a 50% refund. Cancellations received after June 5 or no-shows will not receive a refund. Sorry, no exceptions.

PAYMENT OPTIONS: Register Online www.nacslive.com or fax to 503.253.9172

Check, Payable to NACS (payment accepted in US funds only) Visa MasterCard American Express

Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Email address to send receipt: _____

Please return completed form with payment to the NACS office.
SAVE \$\$\$ - DON'T FORGET DISCOUNT DEADLINE IS June 5!