

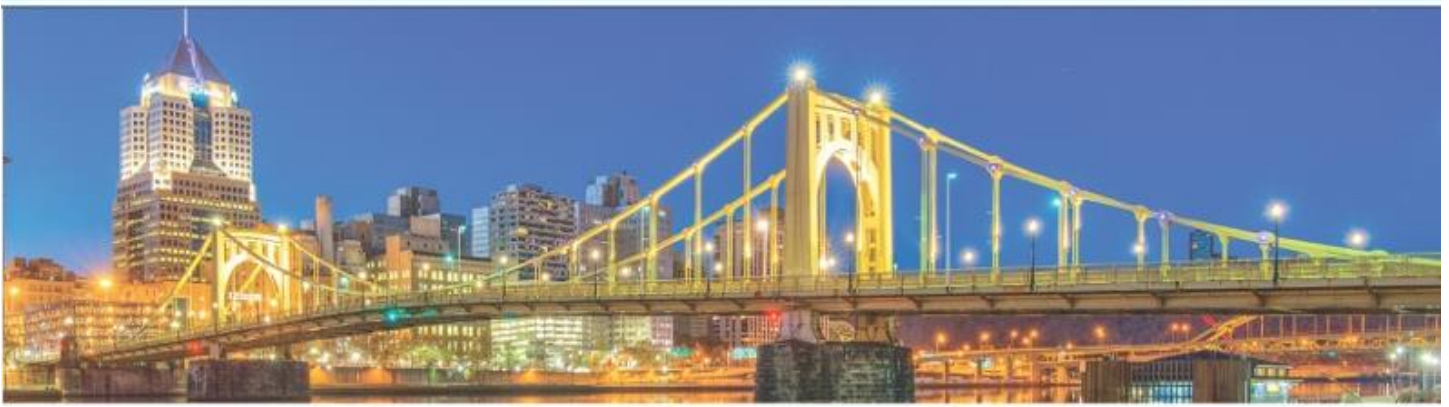


2018 NACS Annual Convention Exhibit & Sponsorship Opportunities

National Association of Consumer Shows
30th Annual Convention
June 26-28, 2018



DoubleTree by Hilton Hotel
& Suites Downtown
Pittsburgh, PA



Bridging Past Experiences to Future Success

5

Reasons to Support this Year's NACS Convention

1. **PROMOTE** your company's brand, gain **exposure** and **ACCESS** to show and event managers
2. **STRENGTHEN** your sales goals and **identify new opportunities**
3. **MAINTAIN** existing **business relationships** by showing support of the profession and NACS
4. **BUILD** relationships and **meet key contacts**
5. **NETWORK** with **decision makers** in a relaxed setting

ABOUT NACS

The National Association of Consumer Shows (NACS) focuses solely on the issues of the public show industry through advocacy, education, and networking. NACS is a friendly, accessible community in which consumer show producers at every level can learn, build relationships, and grow professionally.

NACS was founded in 1988 for the advancement of the consumer (public) show industry and to further the growth and professionalism of those involved in the production of consumer shows.

Discount Deadline: April 20, 2018

More info at nacslive.com

Convention Presenting Sponsor: SMG Convention Centers

WHY SUPPORT THE NACS CONVENTION?

To take advantage of the unique opportunity for you to meet with show managers and other decision makers in the consumer show industry! The NACS convention is a fantastic business opportunity to introduce new facilities and renovations, live–demo products and explain services, meet and greet new clients and support existing relationships, and network with those who execute and represent hundreds of events and millions of square feet throughout North America.

NACS members and convention attendees consist primarily of consumer show producers. NACS is the only organization that is dedicated to the consumer show industry, so our convention attracts the premier show managers producing public events of all sizes across the entire country.

We invite you to view the sponsorship opportunities and details below. Please be aware that we are also open to alternate or unique opportunities that may better suit you and your organization's marketing needs. Call Vicky Danielson, NACS Association Manager, in the NACS office at 800.728.6227 to discuss opportunities not listed here.

Save \$\$ by exhibiting AND sponsoring at the 2018 NACS Convention!

Please consider “packaging” your level of support by combining an exhibit and sponsorship at the convention. We offer discounted and exclusive sponsorships in appreciation and recognition of those who have chosen to also exhibit.

Thank you in advance for your consideration.
We look forward to seeing you in Pittsburgh in June!

Thank you to our 2018 NACS Convention Presenting Sponsor
SMG Convention Centers



*Worldwide Entertainment and
Convention Venue Management*

IMPORTANT NOTE:

- **Exclusive Sponsorship** means that we will only sell that sponsorship to your company/organization and it will not be available to any others (you receive exclusive exposure and recognition).
- **Exhibitor Upgrade/Discount Sponsorships** are offered at deeply discounted prices to 2018 NACS Convention Exhibitors only (must also register for an exhibit to take advantage of discounted sponsorship price).
- **Exhibitor Only Sponsorships** are only available to companies/organizations who also register to exhibit at the 2018 NACS Convention. Most sponsorships do not include an attendee registration to the convention, but they can be purchased separately on the attendee registration form.

OPEN SPONSORSHIP OPPORTUNITIES & BENEFITS

These sponsorships are available to NACS members and non-members. **The pricing listed here is member pricing; please reference the registration form for non-member pricing.** If a NACS [membership application](#) is submitted with exhibit/sponsor registration, discounted membership pricing will be honored.

First Timer's Reception Sponsor

Exclusive Sponsorship – \$2,000 | Exhibitor Upgrade Sponsorship – \$1,250

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to your company's home page
- ✓ Opportunity to address the audience during the sponsored event promoting your organization
- ✓ One complimentary ticket for Company Representatives to attend this reception
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ This event provides invitation-only access to new (first-time) convention attendees, NACS Board of Directors, and NACS Convention Committee members
- ✓ One complimentary full convention attendee registration, which includes access to all education sessions, hosted meals, breaks, exhibit area, and all other activities as part of attendee registration

Welcome Reception Sponsor

Exclusive Sponsorship – \$2,500 | Exhibitor Upgrade Sponsorship – \$1,750

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Opportunity to address the audience during the sponsored event promoting your organization (podium time with entire audience)
- ✓ Be the first organization in the spotlight to ALL convention attendees, speakers, and participants in a fun, relaxed setting!
- ✓ One complimentary full convention attendee registration, which includes access to all education sessions, hosted meals, breaks, exhibit area, and all other activities as part of attendee registration

Keynote Speaker Sponsor

Exclusive Sponsorship – \$2,000 | Exhibitor Upgrade Sponsorship – \$1,250

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Opportunity to address the audience during the sponsored event promoting your organization (podium time with entire audience)
- ✓ Introduction of Sponsored Keynote Speaker at beginning of session with all attendees
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ One complimentary full convention attendee registration, which includes access to all education sessions, hosted meals, breaks, exhibit area, and all other activities as part of attendee registration

Networking Break Sponsor (2 opportunities available)

Exclusive Sponsorship – \$1,750 | Exhibitor Upgrade Sponsorship – \$1,150

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor

Lunch Sponsor (2 opportunities available)

Exclusive Sponsorship – \$2,500 | Exhibitor Upgrade Sponsorship – \$1,750

- ✓ Logo/Acknowledgment in pre–event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Opportunity to address the audience during the sponsored event promoting your organization (podium time with entire audience)
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ One complimentary full convention attendee registration, which includes access to all education sessions, hosted meals, breaks, exhibit area, and all other activities as part of attendee registration

Continental Breakfast Sponsor (2 opportunities available)

Exclusive Sponsorship – \$1,750 | Exhibitor Upgrade Sponsorship – \$1,150

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Opportunity to address the audience during the sponsored event promoting your organization (podium time with entire audience)
- ✓ Signage at the event acknowledging your support as a sponsor

Badge Lanyard Sponsor

Exclusive Sponsorship – \$650 | Exhibitor Upgrade Sponsorship – \$450
Sponsor also responsible for providing lanyards in addition to fee

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Each attendee, speaker, and convention participant receives a badge holder cord in their registration packet bearing your logo

Presenting Convention Sponsor

Exclusive Sponsorship – \$20,000

- ✓ Full member mailing list (excel spreadsheet) for use in pre-event and onsite support of the show
- ✓ Logo/Acknowledgment in pre–event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Acknowledgment as Presenting Sponsor of 2018 NACS Convention
- ✓ 10 social media posts (you provide content/preferences)
- ✓ Exhibit spaces on Convention floor
- ✓ Sponsorship of one Keynote Speaker
- ✓ Opportunity to address the audience during the sponsored Keynote
- ✓ Opportunity to address the audience at the evening event (podium time with entire audience)
- ✓ Signage at sponsored events promoting your organization
- ✓ Exclusive Sponsor of the offsite Wednesday NACS Night Out

EXCLUSIVE EXHIBITOR ONLY SPONSORSHIPS

These deeply discounted sponsorships are only available to those who are also exhibiting at the 2018 NACS Convention (must be submitted with or after exhibit registration).

Speaker Gifts Sponsor

Exclusive Exhibitor Only Sponsorship – \$750

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Opportunity to address the audience during the sponsored event promoting your organization (podium time with entire audience)
- ✓ Signage at the event acknowledging your support as a sponsor

Roundtable Session Sponsor

Exclusive Exhibitor Only Sponsorship – \$550

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Opportunity to address the audience during this highly-regarded peer-to-peer session promoting your organization (podium time with entire audience)

Banner/Signage Sponsor

Exclusive Exhibitor Only Sponsorship – \$450

Sponsor also responsible for providing banners/signage in addition to fee

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Priority placement of banners and signage at appropriate locations onsite at event

Post-Convention Survey Sponsor

Exclusive Exhibitor Only Sponsorship – \$350

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Logo/Acknowledgment placed prominently in electronic survey sent to all convention attendees and supporters
- ✓ Opportunity to place a custom question in survey sent out to participants

2018 NACS Awards Presenting Sponsor

Exclusive Exhibitor Only Sponsorship – \$550

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Acknowledgment in all 2018 NACS Awards Program materials as Presenting Sponsor of the 2018 NACS Awards, a program recognizing the “best of the best” in three award categories
- ✓ Opportunity to address the audience during the beginning of the presentation of awards at the convention promoting your organization (podium time with entire audience)

Handout Sponsor

Exclusive Exhibitor Only Sponsorship – \$750

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Opportunity to distribute the speaker/session handouts at your table – materials all convention attendees will be provided; directed to your exhibit to pick-up

Registration Desk Sponsor

Exclusive Exhibitor Only Sponsorship – \$650

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Opportunity for company representative to greet all attendees and convention participants upon arrival at the convention (at the registration desk)

Attendee Packet Sponsor

Exclusive Exhibitor Only Sponsorship – \$550

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Each attendee receives a custom registration packet bearing your logo/company graphic

Beverage Sponsor

Exclusive Exhibitor Only Sponsorship – \$650

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor

Hotel Key Card Sponsor

Exclusive Exhibitor Only Sponsorship – \$950

- ✓ Logo/Acknowledgment in pre-event and onsite materials, NACS communications, convention brochure (time sensitive), convention emails & notifications (where applicable)
- ✓ Logo on NACS website for one year with hyperlink to home page
- ✓ Signage at the event acknowledging your support as a sponsor
- ✓ Each attendee receives a custom registration packet bearing your logo/company graphic
- ✓ Each hotel guest at host hotel receives two custom room key cards bearing your logo

IMPORTANT NOTE: Exclusive Sponsorship means that we will only sell that sponsorship to your company/organization and it will not be available to any others (you receive exclusive exposure and recognition). **Exhibitor Upgrade/Discount Sponsorships** are offered at deeply discounted prices to 2018 NACS Convention Exhibitors only (must also register for an exhibit to take advantage of discounted sponsorship price). **Exhibitor Only Sponsorships** are only available to companies/organizations who also register to exhibit at the 2018 NACS Convention. Most sponsorships do not include an attendee registration to the convention, but they can be purchased separately on the attendee registration form.

CONVENTION EXHIBIT OPPORTUNITIES

Exhibits are also a fantastic way to put your organization in front of this important buying group! Have the opportunity to meet face-to-face with show producers from across North America.

WHEN WILL THE EXHIBITS BE HELD?

Wednesday, June 27 and Thursday, June 28. The exhibit hall will be open during the entire convention. We will have dedicated Vendor Fair times scattered 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.**

- **Wednesday, June 27:** 7:30 am – 4:30 pm (with individual personal introductions during lunch)
- **Thursday, June 28:** 7:30 am – 3:15 pm

Set-Up: Tuesday, June 26 from 1:00 – 5:00 pm

Tear-Down: Thursday, June 28 from 3:30 – 6:00 pm

Early tear-down is prohibited. Schedule is subject to change.

Exhibit Space Pricing

| | <u>Before 4/20/18</u> | <u>After 4/20/18</u> |
|-------------|-----------------------|----------------------|
| Member: | \$850 | \$950 |
| Non-Member: | \$1,000 | \$1,100 |

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). Additional convention registrations can also be purchased at a discounted rate.

NOTE: There will be no pipe and drape dividers for exhibit space; this is a tabletop show only with all exhibitor items confined solely to the table and immediately behind.

REGISTRATION

All exhibit registrations also include one full convention attendee registration (for one individual company representative). If you plan to have more than one individual staffing your booth, we offer discounted registration rates for those representatives (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.

LOCATION & LODGING – BOOK YOUR HOTEL RIGHT AWAY

All activities of the 2018 NACS Convention will take place at the [DoubleTree by Hilton Hotel & Suites Downtown Pittsburgh](#) -- located at 1 Bigelow Square, Pittsburgh, PA 15219, with the exception of the evening functions which will be held offsite (details provided to registered attendees). NACS has secured discounted rates in our room block at our host hotel, DoubleTree by Hilton Hotel & Suites Downtown Pittsburgh. Please be sure you book your lodging only at this property, and directly through the hotel itself (not a third-party site) so that the association can fulfill its financial obligations made on behalf of the group.

To make a reservation, please call 1.800.222.8733 and indicate you are with the NACS convention for the discounted rates. You can also reserve a room online via our custom link [HERE](#).

LODGING RESERVATION DEADLINE: June 5, 2018

THOUGH WE STRONGLY ENCOURAGE YOU TO BOOK YOUR ROOM RIGHT AWAY (DO NOT DELAY).

Rooms in the block are limited and only available until the room block becomes full or the deadline (whichever comes first). Reservations after this are accepted on a space and rate available basis only.

Exhibit space is limited – so register early. Discounted exhibit/sponsor pricing ends Friday, April 20. 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.



National Association of Consumer Shows
2018 NACS Convention Exhibit Space & Sponsorship Agreement
June 26-28, 2018 | Pittsburgh, Pennsylvania

To register for an exhibit or sponsorship, please complete the following form and return with payment to the NACS office. Exhibits include one full individual convention registration - the individual listed below should be who will be attending. This individual will also need to complete a separate attendee registration form, which gathers additional information. Most sponsorships do not include a full attendee registration; please consult the exhibitor brochure for details. Attendee registration (for sponsorships that do not include it or for additional exhibitor representatives) may be purchased separately if desired.

Individual Full Name _____ Position Title _____

► For certain sponsorships and all exhibit registrations, the individual listed here must also complete a separate attendee registration form; details will be sent to this individual when available. Pricing is based on the membership status of this individual.

Company Name (exactly as it should be listed; only ONE company per space) _____

Mailing Address _____ City _____ State _____ Zip _____

Business Phone _____ Website _____

Email _____

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

EXHIBIT SELECTION: Discounted/Early Price Late/Regular Price

Table with 3 columns: Member status (NACS Member, Non-Member), Price type (On or before April 20, After April 20), and Price (\$850, \$950, \$1,000, \$1,100)

SAVE \$ IF YOU REGISTER BY FRIDAY, APRIL 20!!

*Member pricing is based on the status of the individual listed above. Non-members may apply for membership with exhibit registration and receive discounted member pricing. If you are interested in more than one table top exhibit, contact the NACS office at 800.728.6227. EXHIBITS TOTAL \$ _____

EXCLUSIVE EXHIBITOR ONLY SPONSORSHIPS: Only available to registered exhibitors

Table listing various sponsorship options like Speaker Gifts Sponsor, Roundtable Session Sponsor, etc., with prices ranging from \$350 to \$750.

EXHIBITOR UPGRADE/DISCOUNT SPONSORSHIPS: Deeply discounted sponsorships for exhibitors only

Table listing upgrade options like First Timers Reception Sponsor, Welcome Reception Sponsor, etc., with prices ranging from \$1,150 to \$2,800.

OPEN SPONSORSHIPS - available to members and non-members (member/non-member)

Table listing open sponsorship options like First Timers Reception Sponsor, Welcome Reception Sponsor, etc., with member/non-member pricing.

OPEN 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. Cancellation Policy: Exhibit and sponsor cancellations received on or before May 25, 2018 will receive a 50% refund.

PAYMENT OPTIONS: Fax completed form to 503.253.9172

Check-Payable to NACS (US funds only)-A form must be submitted to NACS to confirm support; the check may follow. Card: Visa MasterCard American Express Discover

Card # _____ Exp. Date _____ Amount Authorized \$ _____

Name on Card _____ Signature _____

Card Billing Address _____ City _____ State _____ Zip _____

Email card receipt to _____

SAVE \$\$\$ - DISCOUNT DEADLINE is April 20! Form must be received by this date for discounted pricing (payment may follow).