

Dear NFDA Exhibitors:

Thank you for exhibiting! We're excited to see you at the 2016 NFDA International Convention & Expo in Philly, October 23-26.

This manual will provide the information and forms you will need for your 2016 exhibit. If you have additional questions, please contact GES (800-842-6309 Selection 1, Extension 4271 or 702-515-5970) or NFDA (800-228-6332 or +1-262-789-1880).

Make the most of your Convention investment! Visit the new online [Exhibitor Service Center](#) to learn all about pre- and post-show advertising, sponsorship information and other promotional opportunities (some of which are free!).

Your NFDA booth fee includes:

- Free Expo registrations to invite your customers
- GES exhibitor training sessions
- Pre-Convention registration and post-Convention attendee mailing lists
- Use of the official NFDA event icon in your marketing materials and website
- Listing on [NFDA Expo Online](#) with a hyperlink to your website
- Basic listing in the online [NFDA Business Exchange Supplier Directory](#)
- Press releases posted in the new [nfda.org Supplier News Section](#)
- Listing in August Expo Sneak Peek issue of *The Director* (Deadline June 3)
- Listing in the October Convention issue of *The Director* (Deadline August 5)
- Listing in the Convention Program and Planner (Deadline August 5)
- Entry in the highly visible Peoples Choice Booth Competition (Deadline September 9)
- Entry into the NFDA Innovation Awards (online entry required (Deadline June 30))
- Access to media opportunities
- 8' back drape and 3' side drape and 6" x 48" ID sign with exhibitor name
- Three staff registrations per 100 square feet of booth space (10'x10' booths = 3 exhibitor registrations), includes admission into all workshops and non-ticketed events, including the Welcome Party. *CE not included.*

Your booth fee does not include:

(Pricing/ordering information for these items is available in the Exhibitor Services Manual):

- Carpet (carpet or other floor covering over the full booth area is required)
- Furniture or decorations
- Shipping costs
- Labor costs and material handling
- Electrical equipment
- Phone or internet hookup
- AV/computer rental
- Additional sign hanging

Convention Staff

NFDA's dedicated Business Development team is here to answer any questions you have about exhibiting, advertising and sponsorship!

2016 NFDA International Convention & Expo

October 23-26, 2016 – Pennsylvania Convention Center, Philadelphia, PA

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