



International Convention & Expo
October 20-23, 2013
Austin, TX



Dear NFDA Exhibitors:

Thank you for exhibiting! We're excited to see you at the 2013 NFDA International Convention & Expo in Austin, October 20-23.

This manual contains all the information and forms for your 2013 exhibit. If you have any questions, please contact GES (800-842-6309 Selection 1, Extension 4271 or +1-702-515-5970) or NFDA (800-228-6332 or +1-262-789-1880).

Your NFDA booth fee includes:

- Complimentary Expo registrations to invite your customers
- GES exhibitor training session
- Pre-Convention registration and post-Convention attendee mailing list
- [Easy-to-use, customizable pre-show marketing materials](#) to promote your booth
- 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 on the [NFDA Business Exchange Website](#)
- Listing in August Expo Sneak Peek issue of *The Director* (deadline June 5)
- Listing in the October Convention issue of *The Director* (deadline August 5)
- Listing in the *Official NFDA Souvenir Program & Expo Buyer's Guide* (deadline August 5)
- Entry in the highly visible [Best of the Best Booth Competition](#) (entry form required, deadline August 15)
- Entry in the [NFDA Innovation Award](#) (entry form required, deadline June 10)
- 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' x 10' booth = 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 Service 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

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