



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

NFDA 2013 Expo Booth Promotional Opportunities

Let us help promote your booth this year! NFDA provides many free and low-cost promotional opportunities. New for 2013, we've combined these opportunities into a single form. Here's how it works:

- Fill out the company information (Part A)
- Check the box next to each promotional opportunity you would like to participate in and fill in any required information (Part B)
- *If you have selected one of the opportunities requiring payment*, fill out payment information (Part C)
- Return completed form to Kate Bissen via fax (262.782.7092) or email (kbissen@nfda.org)
- Check the [Convention Website](#) and watch your email for other exciting promotional opportunities
- Questions? Contact Kate Bissen at +1.262.814.1563 (kbissen@nfda.org), Andrew Werner at +1.262.814.1550 (awerner@nfda.org) or Kellie Schilling at +1.262.814.1546 (kschilling@nfda.org).
Please note that deadlines vary for each opportunity

Part A: Company Information (Required)

Company _____ Booth # _____
 Contact _____ Email _____
 Phone _____ Cell _____ Fax _____

Part B: Promotional Opportunities

Best of the Best Booth Contest – *Generate extra interest and publicity, gain exposure to stand out from the competition, and create an unforgettable experience for attendees by entering the Best of the Best Booth Contest. Winners are announced during Wednesday's General Session in Austin and receive recognition on NFDA's Website and in the December 2013 post-Convention issue of The Director. Booths will be judged by attendees based on: creativity, imagination and originality; use of product, images and visuals in booth design; booth staff's enthusiasm, friendliness and interaction with attendees; promotional giveaways; and overall appearance and experience.*

Please select one category for the Best of the Best Booth Contest

- Best Booth 400 sq. ft. (20' x 20') or larger
- Best Booth 300 sq. ft. (10' x 10' to 10' x 30')
- Best New Booth – exclusive to first-time exhibitors, any size booth

Cost: Free!

Deadline: September 6, 2013

Exhibitor Highlights – *NFDA is looking for unique happenings on the Expo floor. Tell us about what is happening in your booth and we may publish it in our publications or promote it in Convention signage.*

- Give-away
- Product/service demo
- Product launch
- Raffle/prize drawing
- Celebrity appearance
- Special food in booth

Please describe (include dates, times, descriptions, prizes, etc.): _____

Cost: Free!

Deadlines: June 5, 2013 for August Issue of The Director; August 5, 2013 for October Issue of The Director and Official NFDA Souvenir Program & Expo Buyer's Guide; September 3, 2013 for NFDA Convention signage.

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Expo Preview Display – Give your products 24-hour exposure for the duration of the 2013 NFDA International Convention & Expo and drive traffic to your booth without additional personnel. Space is limited and assigned first-come, first served. Products are displayed with 360 degree visibility in lighted display cases and should be no larger than 12" wide x 12" long x 18" tall. [Click here](#) to view a picture of last year's display.

Product Name _____

Product Size (inches) _____ (H) x _____ (W) x _____ (L) Weight _____ lbs

Product Description (300 characters max incl. spaces) _____

A product image is attached (used for planning purposes only)

I understand that I am responsible for shipping my product using a label provided by NFDA to the Austin Convention Center to arrive on Thursday, October 17, 2013. I understand that NFDA will arrange products at their discretion and that I will not be able to make changes to the product or display onsite. I understand that NFDA and their show vendors are not responsible for lost, stolen or broken items.

Electronic Signature _____

Cost: \$100 (includes material handling charges)

Deadline: September 16, 2013

Featured Exhibitor – The Featured Exhibitors section has high visibility in Convention publications and on the [Convention Website](#) and includes a 500 character company description with company logo. Featured Exhibitors also receive an enhanced listing with preferred placement in the online [Supplier Directory](#).

Company Description (500 characters max incl. spaces) _____

Company logo is attached (high-resolution .eps logo plus .jpg or .png file types preferred)

Cost: \$800

Deadlines: June 5, 2013 for August Issue of The Director; August 5, 2013 for October Issue of The Director and Official NFDA Souvenir Program & Expo Buyer's Guide; September 3, 2013 for NFDA Convention signage

Registration Bag Insert – Be seen by every attendee at the 2013 NFDA International Convention & Expo by having your small brochure or one-page flyer inserted into the official registration bag. 6,000 of your item must be delivered to NFDA (Attn: Kate Bissen, 13625 Bishop's Drive, Brookfield, WI 53005) by **September 20, 2013**. Inserts should be 8.5" x 11" or smaller, single page flat or folded. Please contact Kellie Schilling (kschilling@nfda.org) for permission for alternate sizes/formats.

Insert Size: _____

Cost: \$3000

Deadline: September 16, 2013; inserts must be delivered to NFDA by September 20, 2013

Part C: Method of Payment

Total Due _____

Check (U.S. dollars drawn on U.S. Bank) American Express Discover MasterCard VISA

Card Number _____ Exp. Date _____

Signature _____

Additional opportunities on the NFDA Website:

Free! [NFDA Innovation Award Entry Form](#) (Deadline June 17, 2013)

Free! [Marketing materials](#) including direct mail postcard template, website banner ads and more

[Sponsorship Opportunities](#) (starting at \$2500)

[Advertising](#) in NFDA Publications, NFDA Convention emails or on the NFDA Website (starting at \$250)