

GENERAL INFORMATION AND NRB FORMS

1. SILENT AUCTION: We will conduct a Silent Auction at the back of the Exhibit Hall to attract additional traffic to the floor. Individual auction bid times will be staggered to ensure maximum exposure by attendees to the Exhibit Hall. If you would like to participate in the Silent Auction, at no cost to you, please let me know. We will place your minimum bid price on each item provided by you. At the conclusion of the convention, you will be paid that minimum dollar amount if the item was purchased. If the item was not purchased, it will be returned to you. Please call or email Linda Smith, Executive Vice President and COO, at 703-331-4507 or email lsmith@nrb.org if you are interested in participating in the Silent Auction. Any proceeds from the auction will go to NRB's government relations work.

2. CONCIERGE DESK: At NRB 2014 a concierge desk will be located at the entrance to the Exhibit Hall. The NRB Concierge will assist registered attendees in locating a specific organization's booth and assist in locating specific business categories of Exhibitors. And, if needed, an escort will be provided to the specific booth.

3. FREE AND DISCOUNTED CONVENTION REGISTRATIONS AVAILABLE TO ALL EXHIBITORS

a. Your exhibit booth number is your PROMO CODE. Send this CODE out to friends of your organization and include it in your newsletters, invoicing, etc. This CODE has unlimited usage. However, if an individual uses the CODE and has never been to an NRB Convention before, they will receive the option to purchase a FULL CONVENTION REGISTRATION for \$99 or a FREE EXPO ONLY REGISTRATION. All others will register as a regular attendee.

b. If you have the following booth sizes, in addition to the above, you will receive a limited number of Complimentary Exhibitor Client Passes, as follows:

10'X40' Linear Booths, 20'x20' and 20'x30' Islands receive - 10 passes
20'x40' and larger Islands receive - 20 passes

NRB will mail these passes to these exhibitors. Individuals who have received these Complimentary Exhibitor Client Passes from an exhibitor can only redeem them at the NRB Registration desk for an NRB 2014 Expo Only badge. They are valid for the entire convention, with access to the Exhibit Hall, Saturday Night Session, Sunday Worship and Monday Night of Entertainment only. The Awards Dinner and Women's Breakfast meal tickets can be purchased on site. These complimentary passes may be used by first time attendees or those who have previously attended an NRB Convention. These passes are not replaceable should they be lost.

c. Please Note: These passes are not to be used by personnel who will be working in your exhibit area. It is necessary for you to register these individuals on the Exhibitor Personnel Registration Form included in the Exhibitor Service Kit and by going to www.nrbconvention.org/exhibitors.

4. HOUSING

a. Reservations are to be made directly with the hotel. Make sure to mention NRB to receive the discounted rate.

Headquarters Hotel: Gaylord Opryland Resort & Convention Center
Reservations: 877-382-7299
Room Rate: \$158 single/double (plus resort \$15 Resort Fee)
Terrace rooms: Add \$20 per night

Additional lodging: Inn at Opryland
Reservations: 615-889-0800
Room Rate: \$94 single

5. TRANSPORTATION

a. Gaylord Transportation operates a daily airport shuttle from 5:00 a.m. to 11:00 p.m. The last shuttle departs the airport at 11:00 p.m. The fare is \$32 round trip and \$22 one way.

b. Gaylord Transportation will also operate a shuttle between the Opryland Hotel - Cascades and Magnolia Lobbies; Grand Old Opry and the General Jackson. This shuttle will operate on a regular schedule beginning in the morning and continuing into the evening.

6. RECEPTION / MEETING ROOMS

a. To host an event during NRB, designated times and program approval is necessary. Contact Beth Wakefield, Manager, Convention Services, 615-663-0099 for further details. Functions will not be scheduled at times that conflict with NRB Convention/Exposition hours or sessions.

7. BUSINESS CENTER

a. The Gaylord Opryland Business Center is located in the Presidential Lobby near the Presidential Ballroom.

8. PROMOTIONS

a. NRB Mailing List: The free Convention attendee mailing list is now available directly to Exhibitors. You can promote your participation at NRB 2014 via direct mail to Convention registrants. Your mailings must be sent to attendees within the window of four months prior to convention through four months following the convention. Use of the attendee list has specific guidelines for qualified use. All promotions must be via postal delivery. Your pre- and post-Convention mailing piece must reference your participation in NRB 2014 in some way. NRB does not make email contact information available.

b. Listing in NRB Convention Publications: Exhibitors will be listed in the Official Convention Program Book and the Exposition Program & Guide, which is available in the Exhibit Hall and Membership Kiosk in the Delta Lobby, and is door dropped at each NRB attendee's hotel door in the Gaylord Opryland Resort & Convention Center. Exhibitor information contained in these printed materials will be what has been provided to NRB on the exhibit application and/or your online description.

c. Press Coverage: NRB provides a News Media Center that includes facilities for exhibitors to provide press materials to the media. Exhibitors are responsible for delivering and distributing materials in the designated area of the News Media Center in an orderly fashion. NRB reserves the right to refuse inappropriate press materials.

d. Press List: Exhibitors may also obtain a list of registered press from NRB. The preliminary list is available via email early February; the final list will be available late February. Daily updated lists will also be available for pick up during convention (hard copies only) at the News Media Center. To request a media list, please contact NRB Director of Communications Kenneth Chan at kchan@nrb.org.

e. Press Conferences: Press conferences are held regularly during the convention. One 30-minute time slot for a press conference is available free to Exhibitors, NRB members, NRB leadership, and Convention Sponsors. If you are interested in holding a press conference at NRB 2014, please contact NRB Director of Communications Kenneth Chan (kchan@nrb.org). Please indicate in your communication your first and second preferences for dates and times, and also provide a brief synopsis of the company/campaign/material that you plan to promote. The daily schedule is as follows:

- Saturday, 9:00 a.m. – 4:30 p.m.
- Sunday, 1:00 p.m. – 4:30 p.m.
- Monday, 9:00 a.m. – 4:30 p.m.
- Tuesday, 9:00 a.m. – 3:30 p.m.

f. NRB TODAY: NRB will provide publicity for each press conference in our weekly electronic newsletter, *NRB Today*, as well as making all media aware of pre-scheduled press conferences when they register at NRB 2014.

9. NRB EXHIBITOR FORMS: Numerous NRB forms are included with this service kit. A few are highlighted below:

a. EXHIBITOR STAFF REGISTRATION INFORMATION: An Exhibitor Staff Registration Form to include meal ticket purchase information for Exhibitor Complimentary Registrations is included in the service kit. It should be completed and returned to NRB no later than February 7, 2014. After this date, all additions, changes, or substitutions must be processed on site. No exceptions will be made. Three complimentary registrations are included with each 10' X 10' (100 square feet) contracted exhibit space. These complimentary registrations give access to all convention events, excluding the Awards Dinner and Women's Breakfast. These tickets can be purchased on the form mentioned above or on site.

Additional personnel above your allotted complimentary registrations may register for \$465 per person. This registration is a full convention registration that includes access to all NRB events and an Awards Dinner ticket. Payment must accompany the registration forms.

Badges for pre-registered personnel will be mailed to the person designated on the Exhibitor Registration Form. Badges must be worn in order to enter the exhibit hall and at all times once inside. Security guards will detain anyone not wearing an official NRB badge.

No children under the age of 16 are permitted in the exhibit hall during move in and move out. No exceptions. Children under 16 will not receive a badge and must be accompanied by an adult to all official NRB events and when entering the exhibit hall during open hours.

b. AUTOGRAPH BOOTHS: Key locations in the exhibit hall are designated as autograph booths. (See floor plan for locations.) These booths will feature authors, musicians and other noted personalities who are available to autograph books and products. The autograph booths will be operated on an hourly basis on Sunday, Monday, and Tuesday during exhibit hours. The schedule will be promoted in the Official Convention Program Book, and in the Exhibition Program and Guide available in the Exhibit Hall, at the Membership Kiosk in the Delta Lobby, and door dropped to NRB attendees staying at the Gaylord Opryland Resort and Convention Center. Please refer to the AUTOGRAPH BOOTH FORM in this kit if you have someone available for an autographing session, or contact Tammy Singleton at 703-331-4506. NRB will assign the booths, randomly placing them among the various locations. There is no charge to exhibitors; no selling may be conducted at the Autograph Booth.

c. PRIZE DRAWING: As an added attraction for convention attendees, exhibitors can hold drawings in their booth. It will be necessary for attendees to visit your booth and place their business card in a receptacle you will provide to qualify for the drawing. This will increase traffic to your exhibit location. We encourage you to be a part of this great promotional opportunity and NRB will recognize your contribution in the Official Program Book and the Exposition Program & Guide. To participate in the Booth Prize Drawing, please complete the form included in this kit.

d. EXHIBITOR BROADCASTING & RECORDING: If you are planning to do a live broadcast in the Exhibit Hall, please complete the EXHIBITOR BROADCASTING & RECORDING FORM, included in the kit.