



Dear NFDA Exhibitors:

Thank you for exhibiting! We're excited to see you at the 2021 NFDA International Convention & Expo in Nashville, October 17-20, 2021.

Make the most of your Convention investment! Visit <https://suppliers.nfda.org/> to learn all about pre-and-post show advertising, sponsorships, and general convention information.

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
- Basic listing in the online [NFDA Supplier Directory](#)
- Entry into the NFDA Innovation Awards, online entry required (suppliers.nfda.org/exhibit/innovation-award)
- Listing in the October Convention issue of *The Director* (Deadline August 12)
- Listing in December Convention Recap issue *the Director* (October 12)
- Listing in the Convention Program & Planner (Deadline August 12)
- 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 similar 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

If you have additional questions about booth fee inclusions, please contact GES (800-842- 6309 Selection 1, Extension 4271 or 702-515-5970) or NFDA (800-228-6332 or +1-262-789- 1880).

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

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