

2012 Convention Exhibitor FAQ's

What are the 2012 NLA convention dates and where are they located?

<p>Northwestern Building Products Expo January 9-10, 2012 (Monday-Tuesday) Grand Casino Hinckley 777 Lady Luck Drive Hinckley, MN 55037</p>	<p>Wisconsin Lumber Dealers Convention February 8-9, 2012 (Wednesday-Thursday) Kalahari Resort & Convention Center 1305 Kalahari Drive Wisconsin Dells, WI 53965</p>	<p>Iowa Lumber Convention February 23-24, 2012 (Thursday-Friday) Sheraton West Des Moines Hotel 1800-50th Street West Des Moines, IA 50265</p>	<p>Nebraska Lumber Dealers Convention March 8, 2012 (Thursday) Embassy Suites Omaha-La Vista Hotel & Conference Center 12520 Westport Parkway La Vista, NE 68128</p>
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How do I become an Exhibitor?

Simply fill out the booth registration form found in the Exhibitor Prospectus that was mailed out in July, or go to our web site, www.nlassn.org, click on Trade Shows, choose the Convention you wish to attend and go from there. *Although all forms are posted online, our web site is not interactive. All forms must be emailed, faxed, or mailed in.*

How much does it cost to become an Exhibitor?

In an effort to remain consistent, booth pricing has been set to stay the same for every show except for the Expo. Pricing is higher at that show since it is our largest and most highly attended of the NLA shows and booth space is typically sold out each year.

Expo:	\$975.00 per booth (member)	\$1175.00 per booth (non-member)
Wisconsin:	\$775.00 per booth (member)	\$895.00 per booth (non-member)
Iowa:	\$775.00 per booth (member)	\$895.00 per booth (non-member)
Nebraska:	\$775.00 per booth (member)	\$895.00 per booth (non-member)

What are the booth sizes and what is included in each booth?

Each booth at all of our shows includes an 8 x 10 (8 feet deep, 10 feet wide) booth space with an 8' tall drape on the back and two 3' tall draped side panels. Each booth will also come with a 6' x 30" table, a waste basket and an identification sign.

How do I choose my booth number(s)?

We operate, for the most part, on a first-come, first served basis. All registration materials were sent out to all companies at the same time as well as posted on the web site. Booth choice preference will be awarded as registrations come in WITH PAYMENT. There is no guarantee that you will have the same booth number just because you had it last year. The key is to register early. ****Please be advised that NLA reserves the right to assign a company to an unrequested booth space in order to keep companies away from their competitors. We will do our best, but sometimes as the event approaches, it is very difficult to accomplish this without rearranging the entire floor.**

We want all of our exhibitors to have an excellent experience at our trade shows. Therefore, we do the best we can to design trade show floors with no dead ends or negligent foot traffic. Each spot is a good spot! And remember.....a true trade show exhibitor knows that if you do your homework in advance and market your target audience, they will search your booth out wherever you are!

When do I get my booth number (s)?

As we receive registration forms into the office, we will be assigning booths at that time. Whether just a deposit is paid or payment in full, a confirmation email and invoice will go out immediately to your company stating the amount owed (if any) as well as the booth numbers you have been assigned. This is your confirmation that we have received your registration and your notification of where you are currently located on the trade show floor. However, as mentioned earlier, NLA reserves the right to move your company AT ANY TIME if required. Please make sure to check the floor plans on the web site (updated weekly) to make sure your company has not been moved prior to listing your booth numbers on any marketing pieces you may send out.

What are the move-in and show floor hours?

Trade show hours vary significantly between each of our shows. Please refer to each specific trade show schedule posted on the web site. Check the schedule often to ensure no major time changes have occurred in the planning process.

Can I bring my own tables, chairs, carpeting, etc?

Tables are included in all booths for all shows. However, you may arrange to have the table removed if there is one of your own that you prefer to use. You may also choose to bring chairs if you wish. All exhibit hall locations are also carpeted but additional carpet and/or booth needs can be ordered from the decorating company.

Please be advised that when setting up your booth, no objects may protrude into the aisle or into the adjacent booth (if purchased from another company). Trailers or any other equipment must be approved by the hotel and by Northwestern Lumber Association before arrangements can be made. Some locations do not have doors large enough to bring this equipment in.

How do I order electricity?

Electricity may be ordered directly through each of the hotels where the convention is at. Please see the Exhibitor Services tab on the web site for individual electrical order forms for each event. Please do NOT send these to the NLA office, as we are not responsible for any electrical orders.

How do I make hotel room reservations and what are the room rates?

You may make your reservations by calling the reservation line for each hotel directly and asking for the Northwestern Lumber Association block to receive the negotiated group discount. Please visit the hotel information page on the individual show web site for reservation phone numbers, room rates, and cut-off dates.

When do I get my badges?

Each individual exhibiting or attending the trade show, meals, or seminars MUST have a badge. Pre-registration is highly encouraged by filling out the booth workers form and submitting it to the NLA office. There are no charges for booth worker badges. Badges will all be held for you to pick up at registration during the event. They will not be mailed out prior to the convention so you do not need to worry about remembering them.

What meals and events are available to Exhibitors?

At each of our conventions, we offer a membership meeting breakfast or lunch, in which any attendee is allowed to buy a ticket for and attend. Advance ticket ordering is highly encouraged in order to give accurate counts to the hotels for meals. Prices and times vary for each show. Please check each show schedule for further details.

We also have an Exhibitor Reception at each and every one of our conventions, which is free for all to attend. These receptions all include free beer and hors d'oeuvres, as well as games or drawings. We are always looking for sponsorship dollars and prize donations from our exhibitors in order to put on a better reception each year.

How can I make sure I've done everything I need to do for each show?

There is an Exhibitor Checklist on the Trade Show web pages. Please print the checklist for each show you are planning to attend and check off all tasks to ensure that you are 100% set to exhibit. You may also call the NLA office at any time to request the status of which forms have been submitted.

Can I have games in my booth?

Yes! In fact, with the addition of some fun convention themes this year, we highly encourage exhibitors to have games/attractions in their booths. Also, decorating your booth to reflect the chosen theme is another fun idea. Please make sure to review the Hotel Exhibitor Guidelines posted on each show web page to make sure that you stay compliant with the hotel requirements.

How can I get more exposure for my company than just the booth space?

We are here to help you shine! This year, we've developed a few different options for your company to stand out from the rest. Consider being a Convention Sponsor at one of several different price levels. This will get you signage at your booth and at various locations around the convention. You will also get acknowledgement in the show program, and the pre-convention Scene newsletter and Connections magazine. The Convention Sponsor sign-up form is included on the web site.

New this year we're offering a "Year Long" sponsorship program. In addition to being a convention sponsor you can also sign up to sponsor the other events that NLA hosts each year, such as Special Events, Education, and Future Lumber Leaders. Again, event signage and year-long recognition in publications and at events will be the reward for your generosity.

Or, consider the Maximum Exposure Package, in which you get a ton of advertising and exposure with your booth purchase for just a small dollar amount more than the standard booth rate. Scene newsletter ads, Connection magazine ads, banner ads on the web site, e-blasts.....the list goes on! Fill out and return the Maximum Exposure Package form posted on the web site.

Don't forget the Marketing Tools that NLA offers each of its exhibitors. The more attendees the better, right? With that in mind, we offer our exhibitors a one-time use retail member mailing list for you to do pre-show mailings, event invitation postcards, convention logos and more. Simply fill out the Marketing Tools form located found online!

More questions??

Please contact:

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