

# Trade Show Maximum Exposure Packages

When you purchase a Trade Show Maximum Exposure Package you receive discounted rates on marketing tools to provide your company the added exposure needed to stand out from the crowd and let convention attendees know that you will be there.

All packages are available for NLA **members ONLY** and include one (1) 8' x 10' booth for the corresponding show(s) as well as the benefits shown below. Sign up for one show or sign up for them all... just make sure to get the Maximum Exposure available to you!

## What's included with your Maximum Exposure Package(s)?

For each package you purchase, you will receive the following:

- One (1) 8' x 10' booth at show with table and signage
- ¼ page black and white ad in the pre-convention issue of *CONNECTION* magazine
- Advertisement in the pre convention issue of the *Scene* newsletter
- Banner ad / link to your company listed on the NLA website
- NLA retail member mailing list in excel format
- E-blast to NLA members prior to the convention

To choose your Maximum Exposure Package(s), please fill out the form on the back side of this page and submit it to the NLA office. A convention representative will contact you for graphics, logo and advertising information.

## **STOP!**

**For those interested in purchasing ONLY a trade show booth (without the added advertising) please fill out the specific trade show registration forms included in this packet rather than this Maximum Exposure form.**

For questions regarding the Maximum Exposure Packages, please contact Jodie Fleck at (800) 896-5134 or Connie Johnson at (763) 595-4045.

### **Please Remit To:**

Northwestern Lumber Association  
 5905 Golden Valley Road, Suite 110  
 Minneapolis, MN 55422  
 Phone (763) 544-6822 or (888) 544-6822  
 Fax (763) 595-4060  
 jfleck@nlassn.org

# Trade Show Maximum Exposure Packages

Company Name \_\_\_\_\_ Trade Show Manager \_\_\_\_\_  
 Address \_\_\_\_\_ Email \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Date Submitted \_\_\_\_\_ I am a (circle one)  New Exhibitor  Returning Exhibitor

Please put in X in the box of each show package you would like to sign up for. If signing up for multiple shows, make sure to select the discount box also and carry the total over. Additional booths for each show can also be ordered below. We will do our best to assign you your desired booth.

| MAHAGONY (EXPO) | CHERRY (WISCONSIN) | MAPLE (IOWA) | HICKORY (NEBRASKA) | Discount for purchasing 4 shows | Discount for purchasing 3 shows | Discount for purchasing 2 shows | TOTAL |
|-----------------|--------------------|--------------|--------------------|---------------------------------|---------------------------------|---------------------------------|-------|
| \$1,285.00      | \$1,085.00         | \$1,085.00   | \$1,085.00         | -\$340.00                       | -\$255.00                       | -\$170.00                       |       |
|                 |                    |              |                    |                                 |                                 |                                 | \$    |

|  |    |
|--|----|
| _____ Additional Expo booths @ \$975.00 each =     | \$ |
| _____ Additional Wisconsin booths @ \$775.00 each= | \$ |
| _____ Additional Iowa booths @ \$775.00 each=      | \$ |
| _____ Additional Nebraska booths @ \$775.00 each=  | \$ |
| <b>GRAND TOTAL:</b>                                | \$ |

Desired **EXPO** Booth #s \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Desired **WISCONSIN** Booth #s \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Desired **IOWA** Booth #s \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Desired **NEBRASKA** Booth #s \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**BILLING INFORMATION**     Check if A/P Manager & address is same as Trade Show Manager

A/P Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

**PAYMENT OPTIONS**

Check Enclosed     Please Invoice    Charge credit card:     MasterCard     Visa    Amount: \$ \_\_\_\_\_  
 Name on Credit Card \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ CSV-Code \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Signature on this page signifies your acceptance of the terms and conditions of each convention.**

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