



2018 NAFA Institute & Expo Registrant Mailing List Order Form

Exclusive offer only for 2018 Exhibitors! Exhibitors who cultivate their audience through booth promotion become more effective meeting their show objectives. Pre-show campaigns promoting company products and services, highlighting new product introductions and booth activities, increase exposure and create more one-on-one encounters with top prospects. After the show, exhibitors can extend their marketing window by using the post-show list to follow-up with those who stopped by their booth and to identify those buyers who may have missed their booth.

List Distribution Information: Pre-show lists will be distributed approximately 3 weeks prior to the show. Post-show lists will be distributed approximately 2 weeks following the show. All lists will be distributed via email in an Excel file. **This list is to be used for a one-time use only and may not be shared with any other individual/companies.** eBlasts will be coordinated between Exhibitor and NAFA Marketing department and may only be distributed through NAFA or through exhibitors' contracted 3rd party bonded mail house. No email addresses will be sold or distributed to individual exhibiting companies.

If you have any questions, please contact **Katie Prezzi at 703-259-6118 or at nafa@naylor.com.**

Please note: US attendees have the ability to opt-out of being included on such lists, while Canadian attendees will be required to opt-in. Any lists sent to you will only include US registrants who have not opted out and Canadian registrants who have opted in.

Step 1: Contact Information

Company Name: _____ Booth #: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Contact Name: _____

Contact Email: _____

_____ **This list will be used for a one-time use only and may not be shared with any other individual/companies.**
(initial)

Step 2: Pricing Information

- Pre-Show List Rental (Option #1) -- Name and Company only - \$250.00
- Pre-Show List Rental (Option #2) – Name, Company, and Mailing Address - \$400.00
- Pre-Show eBlast (Option #3) – Email created by Exhibitor, distributed by NAFA or bonded provider - \$700
- Post-Show List Rental (Option #4) – Name and Company Only - \$250.00
- Post Show List Rental (Option #5) – Name, Company, and Mailing Address - \$450.00
- Post Show eBlast (Option #6) – Email created by Exhibitor, distributed by NAFA or bonded provider - \$800

\$ _____ Amount Due

Combine a pre- and –post show list and get 20% off your order!

Step 3: Payment Information

Check enclosed (Payable to NAFA Institute & Expo) Credit Card: MasterCard VISA AMEX

Card Number: _____ CVV Code: _____ Exp. Date: _____

Card Holder Print Name: _____

Card Holder Signature: _____

Step 4: Submission

Email or fax: nafa@naylor.com or 703-934-4899 (include credit card information)

Mail: NAFA Exhibit & Sponsorship Sales • 1430 Spring Hill Road 6th Floor • McLean, VA 22102 (Attention: Katie Prezzi)