

**Exclusive offer only for 2020 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 3<sup>rd</sup> party bonded mail house. No email addresses will be sold or distributed to individual exhibiting companies.

If you have any questions, please contact **Erin Kelly at 703-259-6136 or at [nafa@naylor.com](mailto: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 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 - \$750
- 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 - \$850

\$ \_\_\_\_\_ **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](mailto:nafa@naylor.com) or 703-934-4899 (include credit card information)**

**Mail: NAFA Exhibit & Sponsorship Sales • 1430 Spring Hill Road 6<sup>th</sup> Floor • McLean, VA 22102 (Attention: Erin Kelly)**