

National Auctioneers Association
2010 EXHIBITOR PROSPECTUS

Connect for Success



61st International Auctioneers Conference & Show July 13-17, 2010

Sheraton Greensboro Hotel at Four Seasons
Joseph S. Koury Convention Center
Greensboro, NC

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A Message from NAA's president

Dear Exhibitor:

NAA's International Auctioneers Conference and Show is the largest trade show in the world specifically for the auction industry. Only here will you find more than 1,000 auction professionals



Musser

who make the purchasing decisions for the products and services used in their auction businesses. No matter which products or services your company sells, count on finding the best audience of auction industry decision-makers at this show.

Exhibits such as yours are an integral part of this trade show. Attendees have come to reply on the expertise of exhibitors to answer questions and to provide hands-on product demonstrations. Don't miss this opportunity to market your products and services directly to this group of professionals and leaders in the auction field.

Sincerely,

Scott Musser, CAI, BAS, NAA President

Booth Space

**BOOTH SPACE IS AVAILABLE FOR \$1,150 PER
10x10 BOOTH. BOOTH SPACE COST INCLUDES:**

- Two exhibitor badges (excludes meals)
- 8-foot-high back wall drape
- 3-foot-high side rail divider drapes
- 7" x 44" company identification sign
- Draped 6-foot table
- Two side chairs
- Wastebasket
- Three full days of exhibit time

Trade Show Hours

- Wednesday, July 14 10:30 a.m. - 5:00 p.m.
- Thursday, July 15 10:30 a.m. - 5:00 p.m.
- Friday, July 16 9:00 a.m. - 5:00 p.m.

New feature – Networking lunch speakers will draw crowds

Buffet lunches on Wednesday, Thursday and Friday on the trade show floor will feature a new event: invited speakers at lunch tables. These auction professionals will talk about their business specialties and answer questions from attendees at their tables. This is expected to draw more attendees to the lunches and to the trade show.

"The 2009 NAA Trade Show was a great experience for us; probably the most successful show for us. We made a lot of great contacts and have signed up many of them."

*- Larry Garafola, CEO,
Equipmentfacts, LLC.*

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Reserve Your Space Today

TO SECURE YOUR SPACE IN NAA'S 61ST INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW, BE SURE TO:

1. Complete the space contract according to how you prefer your company name to be listed. Companies are listed in alphabetical order in the Conference and Show promotional materials and on the NAA website at www.auctioneers.org.
2. Select your first three choices for exhibit booth location (refer to floor plan). Each contract (with total payment due) received on or before April 1, 2010 will be assigned space on a first-come, first-served basis after those with multiple booths have been placed.
3. Complete the product/service category section by selecting up to three categories. This information will be included in the Conference and Show program as well as on the NAA website.
4. Review each marketing opportunity and select those of interest to you.
5. Indicate the social function tickets you need.
6. Mail the original space contract with your check, money order or credit card number and expiration date for the amount due on your space contract to NAA Headquarters at 8880 Ballentine, Overland Park, KS 66214.

All funds must be paid in U.S. dollars and drawn on a U.S. bank. A 3% convenience fee will be charged to all credit card payments. Your space contract will not be processed without payment. Anyone paying by credit card may fax their contract and information to (913) 894-5281.

Cost of the exhibit space does not include rigging, skidding or moving merchandise or unpacking, installing or dismantling displays. Booth cost also does not include booth decoration or special utilities, such as electrical outlets, special lighting or Internet connections. All exhibit work must be performed within the application guidelines in effect at the Sheraton Greensboro Hotel at Four Seasons/Joseph S. Koury Convention Center. Complete information regarding any applicable labor union regulations will be included in the Exhibitor Service Kit.

Exhibitor Service Kit

Approximately eight weeks prior to Conference & Show, exhibitors will receive an Exhibitor Service Kit from GES Exposition Services. This booklet is a vital reference guide to a successful trade show experience.

Internet Connection

High speed Internet service is available for \$162 per day / per line and is ordered through the convention center.

Social Events

Conference social events are an opportunity for attendees to get together to discuss the auction profession, exchange business ideas and meet new people with shared interests. For exhibitors, it is an opportunity to network with the leaders and decision-makers in the auction industry. Exhibitors can purchase social tickets for any of the following functions:

- Welcome Party (Tues. evening)
- NAA Fun Auction Dinner (Wed. evening)
- President's Gala (Thur. evening)
- International Auctioneers Championship Dinner (Fri. evening)
- Recognition Ceremony (Sat. afternoon)

Save on Travel and Housing

NAA Travel has obtained special discounted fares on airfares, conference hotels and rental cars. You may make your reservation with NAA Travel beginning March 1, 2010. NAA Travel's phone number is (877) 363-9378.

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Conference and Show Program

Your company name, address, telephone number, web site address, product/service categories and booth number will appear in the alphabetical exhibitor listing in the Conference and Show Program. The Program will also provide exclusive advertising opportunities. Please contact Fox Associates at 312-644-3888 for more information about advertising.

Pre- and Post-Show Labels

Reach your audience before they ever get to North Carolina. NAA can provide exhibitors with a list of auction professionals who pre-register for the Conference and Show. Pre-show labels can be purchased for \$125. You can also thank attendees for visiting the trade show and remind them of your product or service with a post-show mailing. NAA can provide exhibitors with a complete list of auction industry professionals who registered for the Conference and Show. Post-show labels can be purchased for \$175. Save on labels by ordering both pre- and post-show labels for \$250. To order your pre- and/or post-show labels, see the enclosed space contract.



Important Dates and Deadlines:

Before the trade show:

- * **April 1, 2010: exhibitor applications/contracts deadline due to reserve space.**
- * **May 4, 2010: booth confirmation packets mailed to exhibitors, including floor map showing your location.**
- * **May 13, 2010: Exhibitor Services Kit emailed to exhibitors.**

During the trade show:

Trade Show dates/hours:

- * **Wed., July 14: 10:30 a.m. - 5 p.m.**
- * **Thurs., July 15: 10:30 a.m. - 5 p.m.**
- * **Friday, July 16: 9:00 a.m. - 5 p.m.**
- * **Exhibitor move-in/installation: Tuesday, July 13, 8 a.m. to 5 p.m. and Wednesday 8 a.m. to 10 a.m.**
- * **Exhibitor move-out/dismantling: Friday, July 16, 5 p.m. - 7 p.m. for exhibitors who can move out un-assisted and quietly. No dismantling before 5 p.m.**
- * **Saturday, July 17, 8 a.m. - noon remaining exhibitors.**

Move-out must be completed no later than noon on Saturday, July 17.