



Reserve your booth today for the NAC Trade Show –

the only trade show specifically for the recreation & leisure-time food & beverage industry!

The National Association of Concessionaires will be holding its 2012 Annual Convention & Trade Show, June 19-22 at the Hyatt Regency Hotel in Tampa, Florida.

The Trade Show will be held Wednesday afternoon, June 20, from 12:30 - 4:00 p.m., and Thursday afternoon June 21 from 2:00 - 5:30 pm and is open to full and tabletop displays.

Product/Service Presentations
NAC is continuing the well-received product/service presentations in 2012.

On both Wednesday and Thursday afternoons, exhibitors will have the opportunity to participate in short product/service presentations.



These back-to-back 4 minute presentations are optional, and open to all exhibitors on a first come, first served basis.

A list for these presentations will begin as booth reservations are received. **There are a limited amount of presentation slots!**

In addition, **those exhibitors who make an NAC Convention sponsorship commitment at the silver level or higher will be guaranteed a presentation slot.**

Those who exhibited in 2011 but were not able to participate in the presentations will also be given preferred slotting after sponsors. Others will then be slotted in the order they are received.



Please make a sponsorship commitment by January 15 to be guaranteed a presentation slot. After that date, NAC will make every effort to accommodate new sponsors with presentation slots.

TRADE SHOW HOURS:

Wednesday, June 20
12:30 - 4:00 pm (includes lunch)

Thursday, June 21
2 - 5:30 pm

Product/Service Presentations:

(pre-registration required)
Wednesday: 4:00-5:30 pm
Thursday: 2:15 - 3:45 pm

RESERVE YOUR BOOTH TODAY!

Use the attached form, or go online to www.NAConline.org

NAC trade show attendees are experienced and proven directors of concessions and operations from facilities such as:



Amusement Parks • Arenas • Movie Theatres • Ball Parks • Convention Centers • Race Tracks • Zoos/Aquariums • Colleges/Universities • Stadiums • Bowling Centers • Festivals • Foodservice Contractors • Ice & Roller Skating Rinks • Flea Markets/Swap Meets • Park/Recreation Departments • Family Entertainment Centers • Water Parks • Fairs • Historical Sites • Tourist Attractions • Performing Arts Centers • Concert Venues • Pari-Mutuel Facilities • Outdoor Facilities

NAC Convention Sponsorship Levels & Benefits

Platinum Level (\$10,000 and above)

- For Trade Show exhibitors, a guaranteed slot for the product presentations;
- Logo recognition and major prominence on every convention page on the NAC web site throughout the year;
- Recognition in all pre-convention marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all convention registrants;
- Recognition in pre- and post-convention press releases;
- Signage at event;
- Thank you announcement and invitation to address attendees at event;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, June 18;
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, June 21.

Gold Level (\$5,000 to \$9,999)

- For Trade Show exhibitors, a guaranteed slot for the product presentations;
- Logo recognition and major prominence on every convention page on the NAC web site throughout the year;
- Recognition in all pre-convention marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all convention registrants;
- Recognition in pre- and post-convention press releases;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, June 18;
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, June 21.

Silver Level (\$2,500 to \$4,999)

- For Trade Show exhibitors, a guaranteed slot for the product presentations;
- Logo recognition and major prominence on every convention page on the NAC web site throughout the year;
- Recognition in all pre-convention marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all convention registrants;
- Recognition in pre- and post-convention press releases;
- Signage at event;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, June 18.

Bronze Level (\$1,000 to \$2,499)

- Recognition in all pre-convention marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all convention registrants;
- Recognition in pre- and post-convention press releases;
- Signage at event.

NAC Annual Trade Show

June 20-21, 2012

Hyatt Regency Hotel Tampa, Florida

Exhibiting at the NAC Trade Show...

...puts your company's products and services in front of an incredible variety of concessions buyers.



...gives you valuable publicity and awareness in NAC publications, brochures and NAConline.org.

...includes your company information in the Convention Exhibit Guide, a valuable post-show reference tool.

...affords you the chance to showcase your products and services during the optional product presentations.

...offers you the opportunity to network with industry leaders at convention events.

The NAC Trade Show features products and services like:



soft drinks • beer • iced tea • nachos • menu boards • pizza • hot dogs • soft pretzels • peanuts • pressure fryers • cotton candy • sno cones • frozen yogurt • ice cream • churros • egg rolls • condiment dispensers • mobile food carts • food warmers • holding ovens • candy • grills • BBQ • popcorn poppers • concession stands • containers & trays • architectural planning & concession design • souvenir cups/mugs • beverage dispensers • paper products • popcorn toppings & oils • point-of-sale equipment and MORE!

All booths are 8 x 10 ft. and include:

- One 6 ft. skirted table;
- Two chairs;
- One wastebasket;
- Back & side drapes;
- Existing carpet;
- Booth identification sign;
- The opportunity to participate in the product presentations!
- **FREE** trade show passes for customers!

TRADE SHOW HOURS:

Wednesday, June 20
12:30 - 4:00 pm (includes lunch)

Thursday, June 21
2 - 5:30 pm

Product/Service Presentations:

Wednesday: 4:00-5:30 pm

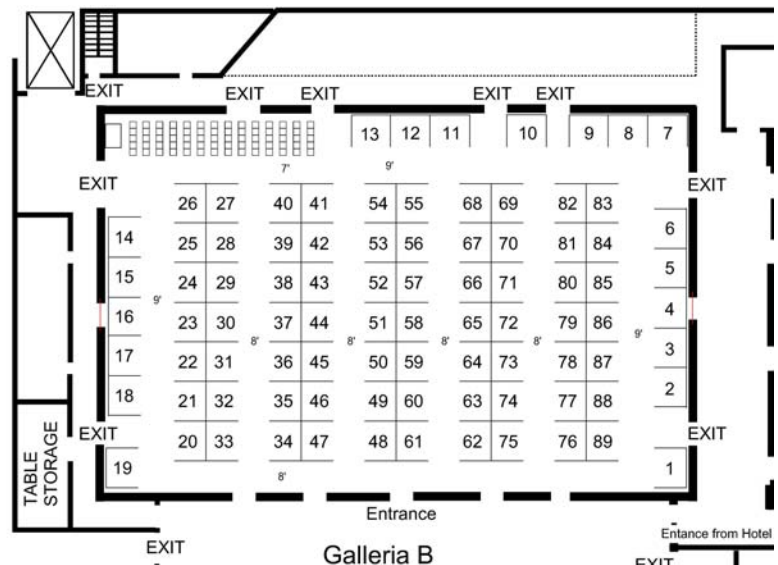
Thursday: 2:15 - 3:45 pm

Testimonials from attendees & exhibitors:

- Product presentations were a very interesting approach; fast and to the point.
- I ran out of time. Great Show!
- Personal and intimate setting allowing for real "face to face" time with exhibitors.
- Nice size, nice tone. No problems talking to vendors, both new ones and existing partners.
- I enjoyed the product presentations. Great way to show your brand.
- I found that the NAC trade show and meeting times were much more personalized and focused rather than the quick visits and meetings that tend to be the norm at the larger conventions.

RESERVE YOUR BOOTH TODAY!

Use the attached form, or go online to www.NAConline.org





NAC Annual Convention & Trade Show

June 19-22, 2012 • Hyatt Regency Hotel, Tampa, Florida

APPLICATION FOR BOOTH SPACE (online registration also available at www.NAConline.org)

The NAC Trade Show will be held Wednesday and Thursday afternoons, June 20 & 21, including optional product presentations to be held each day. **Participation in product presentations is optional; however, there are a limited amount of presentation slots available on a first-come, first-served basis.** You may guarantee your spot by making a commitment to NAC Convention sponsorship at a silver level or above.

BOOTH PRICES:

	Before May 4	After May 4
NAC member companies	\$1,100	\$1,250
Non-member companies	\$1,400	\$1,550

By becoming an NAC member, you will save \$300 on your booth and reap the other considerable benefits of NAC membership! A supplier membership is only \$545 per year!

Deposit: A deposit of 50% is due at the time of the booth application. The remainder of the booth fees are due by May 15, 2012.

Cancellation policy: If booth space is cancelled by applicant after May 4, 2012, no refund will be made. If the cancellation is made prior to May 4, 2012, a \$200 cancellation fee will be assessed.

All booths are 8x10, and include: one 6-foot skirted table, two chairs, one wastebasket, back and side drapes, existing carpet, one booth identification sign, and free trade show passes for your customers.

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____ Website _____

Description of products/services: _____

Each booth will have the opportunity to purchase one full NAC Convention registration at a rate of \$495. This registration will include all educational programs, three breakfasts, two lunches, refreshment breaks, three outstanding evening events and the opportunity to network with buyers outside of the trade show floor. Additional convention registrations can be purchased at the prevailing rates.

One Full convention registration @ \$495:

Name: _____ Email: _____

Address (if different than above) _____

Booth Selection (please list 6 choices): 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

____ **YES! I wish to participate in the product presentations.** (pre-registration is required). Specific details will follow.

____ **I want to guarantee my preferred slot for the product presentations by making a convention sponsorship commitment at the following level:** (You will be contacted to discuss your sponsorship options)

- Platinum (\$10,000 +) Gold (\$5,000 - \$9,999) Silver (\$2,500 - \$4,999)

TOTALS:

Total booth registration: _____ \$

One total full convention registration @ \$495 _____ \$

GRAND TOTAL: _____ \$

Payment Information

MAIL THIS FORM & CHECK PAYABLE TO: National Assn. of Concessionaires, Payable in U.S. funds only, drawn on a U.S. bank.
 Fax to (312) 236-7809; 35 E. Wacker Dr., #1816, Chicago, IL 60601 **OR Charge to:** Visa MasterCard American Express
Total Amount to be charged: \$ _____ **Questions? Call (312) 236-3858 or email info@NAConline.org**

Cardholder Name _____

Acct. No. _____ Exp. Date _____

Verification Code (a 3-4 digit number that is on the back or front of the card) _____

Billing Address _____

Signature _____