



VEGAS | FEB. 11-13

EXHIBITOR BROCHURE

SHOW INFORMATION

The 2020 NATM Show, located at South Point Hotel Casino & Spa, is the only annual event in North America where suppliers and service providers exhibit to light- and medium-duty trailer manufacturers, while offering educational workshops and networking events. This year's show takes place February 11-13, 2020.



2020 TRADE SHOW HOURS

Wednesday, February 12th
11:30 a.m. - 5:00 p.m.

Thursday, February 13th
9:00 a.m. - Noon

2020 TRADE SHOW SETUP/TEARDOWN

Move-in:

Tuesday, February 11th
Noon - 6:00 p.m.

Wednesday, February 12th
7:30 - 11:00 a.m.

Move-out:

Thursday, February 13th
Noon - 5:00 p.m.

EXHIBITOR BOOTH CHARGE INCLUDES:

per 10' x 10' space

1. Two complimentary booth worker registrations.

(Registrations include tickets to all events excluding Kickoff to Convention and the Awards Luncheon.)

2. Carpet, wastebasket, two chairs.

3. 6' skirted table and 8' back drape with 3' draped side rails.

4. Small paper booth sign with company name and booth number.

5. Listings on NATM.com, in the NATM Convention Map, and on the Convention & Trade Show App.

BOOTH INFORMATION

- NATM will be using Map Your Show's online booth sales software for the NATM Annual Convention & Trade Show.
- The cost per booth is \$1,400 for NATM members and \$2,800 for non-members. 2019 exhibitors are eligible for the early bird rate of \$1,200 until June 17th.
- Booth sign up will only be available online. Paper exhibitor contracts will not be available. Payments can only be made via credit card. **No exceptions.**

IMPORTANT DEADLINES

Monday, June 17, 2019

- Last day to receive Early Bird pricing on registration.

Tuesday, December 31st, 2019

- Discounted booth worker registration deadline. Additional booth worker price is \$75 per worker if registered before the deadline. After the deadline, the price is \$125.

Wednesday, January 1st, 2020

- Membership dues renewal payment due in full in order to keep member rate.

Friday, January 17, 2020

- Attendee registration deadline.
- Attendee registrations received after this date must be completed on-site.

ADDITIONAL EXHIBITOR BENEFITS INCLUDE

- Sponsorship Opportunities
- Doorprize and Giveaway Opportunities
- Access to the NATM Exhibitor Marketing Kit
- Placement on Convention Map
- Inclusion on "NATM Events" Mobile App

CANCELLATION POLICY

In the event of cancellation by the exhibitor, no refunds will be made.

MORE INFORMATION

Visit NATM.com for more information regarding exhibiting, the 2020 floor plan, Freeman exhibitor kit and more!

2020 CONVENTION PROGRAM MAP

2020 CONVENTION SPONSOR AD DISCOUNTS:

\$30,000+:	Free full panel ad
\$15,000-\$29,999:	Free half panel ad
\$10,000-\$14,999:	Free quarter panel ad • Upgrade to a half panel: \$100
\$7,500-\$9,999:	15% discount
\$5,500-\$7,499:	10% discount

ADVERTISING RATE SCHEDULE

Ad copy deadline is **November 29, 2019.**
Payment due 30 days after invoicing

Full Panel (3 3/4" wide x 8" tall)	\$1400
Half Panel (3 3/4" wide x 4" tall)	\$800
Quarter Panel (3 3/4" wide x 2" tall)	\$700

- All ads should be provided in digital form.
- Images must be in CMYK and at least a 300 dpi resolution, and in a TIF or PDF file format.
- All rates are net, non-commissionable.
- NATM cannot guarantee accuracy of color.
- Placement is first come, first served. Placements are not guaranteed.

NATM ANNUAL CONVENTION PROGRAM INSERTION ORDER FORM (PLEASE PRINT OR TYPE)

Company Name: _____
Contact E-mail: _____
Contact Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____

AD INFO:

- ☐ Full Panel
☐ 1/2 Panel
☐ 1/4 Panel
- ☐ Ad copy to follow
☐ Ad copy enclosed

Payment due 30 days after invoicing

ADVERTISING TERMS AND CONDITIONS

- The copy deadline for the convention program is **November 29, 2019.**
- No cancellations accepted after closing date.
- No agency commissions or cash discounts. Approved accounts will be billed upon publication.
- Publisher's limits of liability in event of error will be to publish ad once correctly on which charge will be made but credit given for the ad in which the error occurred. NATM must be advised of error in writing within 30 days of publication to receive credit.

- All advertisements are accepted subject to the policies and approval of NATM. NATM reserves the right to withdraw or reject any advertisement at any time without prior notice to the advertiser when, in the sole judgment of NATM, it conflicts with board policy.
- Advertisements containing pictures, illustrations or graphics deemed obscene, vulgar, racist, discriminatory, or otherwise offensive or inappropriate with the character of the publication are prohibited.
- Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content) and also assume responsibility for any claims arising therefrom made against NATM.

ADVERTISING CONTACT INFORMATION

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2420 SW 17th Street
Topeka, KS 66604

TRADE SHOW CONTACT INFORMATION

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