

## ORLANDO 2017 EXHIBITOR / SPONSOR CHECKLIST

August 17, 2017

Dear Sponsor,

Thank you for your sponsorship in our upcoming NABD Orlando BHPH Conference, October 23-25. Based upon the response to-date and your support, this will be one of our largest Fall NABD events! This document will enhance your participation, and the following timeline of important dates will help you get prepared.

Please book your hotel rooms as soon as possible by calling (800) 204-7234 (code "NABD")! The room block is filling quickly, and the deadline for the discount & subgroup agreements will expire soon.

Please refer to our website link: [CLICK HERE](#) for further exhibiting details including exhibit hours, display rules & guidelines, and the latest floor plan.

You should review the GES services kit for important booth information, rental and material handling pricing, lead retrieval, electrical, internet, and other relevant information. ***Please note the GES services kit's posted deadline dates including freight arrival & departure dates/times for best discounts.***

### TIMELINE:

#### AUGUST 21, 2017

- ◆ Exhibitor kits are available at <https://ordering.ges.com/052601374>

#### SEPTEMBER 15, 2017

- ◆ Add-on sponsorship orders are due including all necessary print ready artwork and information. You may enhance your Conference visibility and attendee interaction with branding opportunities which are listed on the Conference website: [CLICK HERE](#), or call NABD at (832) 767-4759 while there is still availability.
- ◆ All speakers' bios are due.

#### SEPTEMBER 22, 2017

- ◆ Black and white inserts for sponsors should be emailed to Reginald Allen at [reginald@kenshilson.com](mailto:reginald@kenshilson.com). Please see attached sheet for workbook insert specifications.
- ◆ Pre-printed color workbook inserts must be shipped to 11th Hour Printers, Attn: Dawn Hatch, 6300 Hazeltine National Drive, Suite 100, Orlando, FL 32822, tel. (407) 850-0708, ext.212.
- ◆ Rosen Centre Hotel discounted room rates expire. The NABD discounted rate is \$179/night with no resort fees. Call (800) 204-7234 and use code 'NABD', while supplies last.

Orlando 2017

**September 26, 2017**

- ◆ Booth assignments will be released to paid sponsors.

**September 29, 2017**

- ◆ Last day to cancel Subgroup room agreements for sponsors who have reserved 5 or more rooms.
- ◆ Discount deadline for electrical, rigging, audio visual equipment & air/water provided by PSAV. All detailed information is contained in the GES services kit.

**OCTOBER 1, 2017**

- ◆ **Platinum Plus** sponsors can coordinate advance move-in by contacting Amy Carver at GES by calling (407) 370 - 4008 or by calling Keith Shilson at (832) 767 - 4759.

**October 2, 2017**

- ◆ Discount deadline for all GES service and rental orders received with payment.

**October 4, 2017**

- ◆ Submit preliminary sponsor attendee lists to NABD by email to [jmoreland@kenshilson.com](mailto:jmoreland@kenshilson.com). Please submit names, even if substitutions will be made prior to the Conference.

**October 6, 2017**

- ◆ Discount deadline for Internet, wireless, & AV Equipment provided by Millennium Technology. Information is contained in the GES services kit.

**OCTOBER 13, 2017**

- ◆ All speakers' (not panelists') final PowerPoint presentations are due. Email to [ken@kenshilson.com](mailto:ken@kenshilson.com).

**OCTOBER 23, 2017**

- ◆ Exhibitor move-in begins at 10:00 am unless prior arrangements have been made with Amy Carver at GES.

On behalf of the Buy Here, Pay Here industry, your support and participation in this event is greatly appreciated. We plan to make this Conference a great success for your company. We look forward to seeing you in Orlando on October 23 - 25.

Sincerely,



Kenneth B. Shilson  
Conference Chairman



Keith Shilson  
Marketing Director

# CONFERENCE WORKBOOK INSERT SPECIFICATIONS

All of the NABD conference workbooks are assembled as coil-bound books, and distributed to each attendee.

- ◆ **Size:** Letter size, 8 ½" x 11".
  
- ◆ **Left margin:** Will be coil bound - 0.4".
  
- ◆ **Artwork Format:** .jpg or .pdf; emailed to Reginald Allen at [reginald@kenshilson.com](mailto:reginald@kenshilson.com) .
  
- ◆ **Black & white inserts** are available at no charge to **Platinum and Platinum Plus** sponsors.
  
- ◆ **Color inserts** are available with two options:
  - Pre-printed color inserts\* should be shipped directly to 11<sup>th</sup> Hour, Attn: Dawn Hatch, 6300 Hazeltine National Drive, Suite 100, Orlando, FL 32822, tel. (407) 850-0708, ext.212.
  - You may have 11<sup>th</sup> Hour reproduce your artwork at a discounted rate. Arrangements for this service must be made directly with Dawn Hatch at 11<sup>th</sup> Hour. Her telephone number is (407) 850-0708, ext.212.

*\*The estimated quantity for pre-printed inserts is 1,500.*

**Deadline for receiving artwork is September 22, 2017.**