

National Association of Consumer Shows

30th NACS Annual Convention

June 26-28, 2018

DoubleTree by Hilton Hotel & Suites Downtown | Pittsburgh, PA



IMPORTANT DEADLINES

Discounted Registration
Friday, May 25

Hotel Reservations
Tuesday, June 5



Bridging Past Experiences to Future Success

Join us at the NACS Convention, the perfect place to meet with show producers from around the country! Network, share ideas and current challenges, and learn from like-minded colleagues. Building and maintaining your professional network is a crucial and invaluable part of our unique and ever-evolving business.

Our 30th Annual Convention Features & Highlights:

- ▶ Exceptional Keynote Presenters - Anthony Griggs & Nancy Harhut
- ▶ Full Day and a Half of Quality Professional Development & Continuing Education
- ▶ Networking Opportunities and Peer-to-Peer Sessions
- ▶ NACS Night Out - All Aboard the Duchess - Famous Three Rivers & Pittsburgh Skyline Riverboat Cruise
- ▶ NACS Awards Luncheon - Recognizing the "Best of the Best"



Detailed schedule, lodging/venue, registration, & more
NACSLive.com

Convention Presented by SMG Convention Centers

30th NACS Annual Convention



Schedule at a Glance

Tuesday, June 26

12:00 – 5:00 pm	NACS Board of Directors Meeting
5:00 – 5:45 pm	First Timer's Welcome Reception
5:45 – 7:00 pm	Welcome Reception – Kick-Off Social Event

Wednesday, June 27

7:30 – 8:30 am	Continental Breakfast and Vendor Fair
8:30 – 9:30 am	Opening Keynote: Game Planning for YOUR Show's Success! <i>Presented by Anthony Griggs, Former 7-year NFL Player for the Philadelphia Eagles (82-85) and the Cleveland Browns (86-88); Director of Player Development (Steelers, 92-05); and Current President of AG Squared Networks, Inc.</i>
9:40 – 10:40 am	Your Show Doesn't Matter, But Your Brand Does <i>Presented by Ben Butler, APR, Founder & Client Services Director, Top Hat (An Award Winning Communications Firm)</i>
10:40 – 11:00 am	Networking Break and Vendor Fair
11:00 – 11:30 am	What Consumer Shows Look Like Today (And ... May Look Like Tomorrow) <i>Presented by Marc McIntosh, CEO, Showcase Events, Inc.; Producer of the Wedding Experience</i>
11:30 am – 12:00 pm	The Sky's the Limit – The Use of Drone Technology to Promote, Enhance & Showcase Your Event <i>Presented by Les Gray, Owner & Show Manager, Southeast Productions, Inc.</i>
12:00 – 1:00 pm	Networking Lunch with Exhibitor Introductions
1:00 – 2:00 pm	Thinking On Your Feet: When Things Go Wrong - Show Producers' Insights <i>Panelists: Jacqui Bomar, President/Owner, JBM & Associates, LLC; Les Gray, Owner & Show Manager, Southeast Productions, Inc.; and Marc McIntosh, CEO, Showcase Events, Inc.; Producer of the Wedding Experience</i>
2:10 – 3:10 pm	Peer-to-Peer Power Session - Roundtables
3:10 – 3:30 pm	Networking Break and Vendor Fair
3:30 – 4:45 pm	Sell More Tickets with Facebook Advertising <i>Presented by Amy Mrazek, Director of Marketing, ShowClix</i>
7:00 – 9:30 pm	All Aboard! NACS Night Out on Pittsburgh's Famous Three Rivers <i>Sponsored by SMG Convention Centers</i>



Thursday, June 28

7:30 – 8:30 am	Continental Breakfast and Vendor Fair
8:30 – 9:30 am	Opening Keynote: The ABCs of Persuasive Words <i>Presented by Nancy Harhut, Behavioral Scientist & Chief Creative Officer, HBT Marketing</i>
9:30 – 10:00 am	Networking Break and Vendor Fair
10:00 – 11:00 am	Running a Safer Show <i>Presented by Adam Coughran, MA, CTA, President, Standards Training Group</i>
11:10 am – 12:10 pm	Breakout Sessions
	Breakout A1) Working with Your Venue
	Breakout A2) Help with Your Day-to-Day: Tech Solutions in the Show Business
12:15 – 1:15 pm	NACS Awards Luncheon & Annual Business Meeting
1:15 – 2:15 pm	Peer-to-Peer Open Forum – What do you think about THAT?
2:15 – 3:15 pm	Maximizing Exhibitor & Attendee ROI with Integrated Data <i>Presented by Michael Gilvar, CEO, FISH Technologies, LLC and Jennifer Thompson, Vice President, Consumer & Trade Events, National Marine Manufacturers Association (NMMA)</i>
3:15 pm	Convention Concludes

30th NACS Annual Convention

June 26-28, 2018

DoubleTree by Hilton Hotel & Suites Downtown | Pittsburgh, PA



Tuesday, June 26

12:00 – 5:00 pm

NACS Board of Directors Meeting

4:30 – 6:30 pm

NACS Registration Open

5:00 – 5:45 pm

First Timer's Welcome Reception

This special gathering is hosted for those attending a NACS Convention for the first time! It's an opportunity to meet and greet the NACS Board of Directors and this year's NACS Convention Committee who planned this great event!

5:45 – 7:00 pm

Welcome Reception – Kick-Off Social Event

All convention attendees, exhibitors, and speakers are invited to this casual and relaxed networking reception to kick-off the 2018 NACS Convention! There will be plenty of ways to connect and network with fellow attendees.

7:00 pm

Enjoy Pittsburgh – Two Dinner Options

The rest of the evening is open for everyone to enjoy the city and sights on your own; we're located in the heart of downtown Pittsburgh so there is a lot to see and do!

Option 1 - Check with the hotel concierge for restaurant suggestions or visit the Visit Pittsburgh website (visitpittsburgh.com) for a variety of helpful local info.

Option 2 - NEW--OPTIONAL NO-HOST GROUP DINNER: For those interested in joining other convention attendees and friends, this is a separate opportunity for individuals to join a casual, no-host dinner at a nearby restaurant (as a group, but paid by each individual, location TBD). If you would like to receive info when it's available, please be sure to indicate your interest on the registration form. Companions/spouses and other guests are welcome to participate in this no-host event.

Wednesday, June 27

7:30 – 8:30 am

Continental Breakfast and Vendor Fair

Join colleagues and exhibitors for a light breakfast before our opening keynote session. We encourage our attendees to network with our exhibitors as much as possible to show them our appreciation for their support of the convention.

7:00 am – 3:00 pm

NACS Registration Open

8:30 – 9:30 am

Opening Keynote: Game Planning for YOUR Show's Success!

Presented by Anthony Griggs, Former 7-year NFL Player for the Philadelphia Eagles (82-85) and the Cleveland Browns (86-88); Director of Player Development (Steelers, 92-05); and Current President of AG Squared Networks, Inc.

Anthony will be kicking our convention and bring a very unique perspective to this year's program... As a former player, coach, and director, he is fast becoming a distinctive "top performance" consultant for sports, life, and business. Managing a consumer show involves teamwork, strategic planning, setting goals, and most importantly, to have execution by the "players" involved. The successful teams are the ones that have an effective Offensive strategy and Defensive strategy, just as sports have shown. For you to have a positive show, just like football, it involves your "offense" moving in the direction you want and your "defense" preventing any setbacks and delays toward your success. Doing some of the "key things" Anthony will talk about will keep you moving towards your goal...to WIN!

- What does a win look like for you? How do you know if you won?

We are excited to have Anthony provide us with a valuable "high achievement" approach for you to WIN at your shows...



Anthony played professional football for seven years (Philadelphia Eagles-4 years and Cleveland Browns-3 years) as a Linebacker. He was Philadelphia Eagles' 1985 "Man of the Year" for his off-field community involvement. Anthony was the Player Development Director and a Strength Coach for the Pittsburgh Steelers Football Club of the NFL for 13 years from 1992-2005. More importantly, he was responsible for administering the NFL's Players programs to the Pittsburgh Steelers, which included organizing continued education, career development, financial/business management seminars, and family assistance programs. Through a comprehensive and thorough weight training and conditioning program, he also helped players mature into responsible and caring citizens. Griggs attended Villanova University, earning a Bachelor's degree in Telecommunications. He is currently earning his Masters of Science degree in Organizational Leadership at Geneva College. Griggs also founded AG Squared Networks, Inc., which assists businesses, individuals, teams and organizations with optimal growth and development. AGGNET has many programs that has helped jump start many careers, businesses and personal goals.

Bridging Past Experiences to Future Success

9:40 – 10:40 am

Your Show Doesn't Matter, But Your Brand Does

Presented by Ben Butler, APR, Founder & Client Services Director, Top Hat (An Award Winning Communications Firm)

Perception rules reason. You could have a great show, but if the brand positioning isn't equally as great, you'll have trouble getting people through your door. Ben Butler, founder of award-winning branding agency Top Hat, talks about how you can leverage the power of branding to drive attendance and public perception.



Ben Butler, APR, is the founder and client services director for Top Hat—an award-winning marketing communications firm in Pittsburgh. In his past life he served as a public relations guy for a motorsports complex, director of inbound partnerships for an inbound marketing agency and head of communications for a software startup. He's been named a Top Under 40 Communicator, PR Entrepreneur of the Year, one of Spin Sucks 10 PR Professionals to Follow and is Accredited in Public Relations (APR)—a distinction held by less than 20-percent of all practitioners.

10:40 – 11:00 am

Networking Break and Vendor Fair

11:00 – 11:30 am

What Consumer Shows Look Like Today (And ... May Look Like Tomorrow)

Presented by Marc McIntosh, CEO, Showcase Events, Inc.; Producer of the Wedding Experience

Every two years, NACS conducts a comprehensive consumer show survey to help our members better understand the consumer show industry. During this session, Marc will review the responses received from your consumer show producer peers with questions including: Venue and Scheduling (where and when we do our shows), Show Size (trends in attendance and exhibit sales), Tickets (what is charged and how tickets are sold), Advertising and Marketing (what we do and how we are changing), Trends and Predictions (what does the future hold?). Don't miss this incredibly valuable and important session full of solid info for planning your future shows.



Marc McIntosh has produced wedding expos for more than 20 years, including shows in Baltimore, Richmond and Washington, DC. His shows range from 150 to 250 exhibitors and from 2000 to 4000 attendees, placing them as some of the largest wedding expos in the country. Working with an exhibitor base that consists primarily of very small businesses, Marc treats his clients as partners to help them become successful marketers. As a nationally recognized speaker, writer, and marketing expert, he has shared his knowledge with thousands of wedding professionals worldwide, most recently as a speaker at the Wedding MBA Convention in Las Vegas and WeddingWire World in Washington, DC. Marc is the founder of Wedding Show Pros, a network of wedding show producers and is also a member of the National Association of Consumer Shows, where he currently serves as President.

11:30 am – 12:00 pm

The Sky's the Limit – The Use of Drone Technology to Promote, Enhance & Showcase Your Event

Presented by Les Gray, Owner & Show Manager, Southeast Productions, Inc.

This fun and unique session will feature several videos of live consumer shows in action. Les will share videos showing a combination of Go-Pro and Drone footage taken at various consumer shows displaying the use and effectiveness of drone and at-show footage. These videos can be helpful tools to promote your event in all aspects – pre-event for sales, during even for social media, and post-event for website and sponsor performance.



Les is President of Southeast Productions, Inc. which manages a portfolio of eight well-established consumer tradeshow events throughout North Carolina and Virginia specializing in Boat & Fishing products. They also manage a holiday gift show in the Raleigh, NC. All of their annual events have a 10+ year presence in their markets with the flagship event ... The Mid-Atlantic Boat Show in Charlotte... celebrating its 46th year and is one of the largest marine product showcases in the Southeast. Les is a Past President of the NACS, currently serves on the NACS Board of Directors, and is a long-time supporter of the industry and association.

12:00 – 1:00 pm

Networking Lunch with Exhibitor Introductions

We will enjoy lunch and camaraderie with peers during our relaxed, hosted networking lunch. During the lunch, each exhibitor will also have the brief opportunity to personally introduce themselves and their company.

1:00 – 2:00 pm

Thinking On Your Feet: When Things Go Wrong - Show Producers' Insights

Panelists: Jacqui Bomar, President/Owner, JBM & Associates, LLC; Les Gray, Owner & Show Manager, Southeast Productions, Inc.; and Marc McIntosh, CEO, Showcase Events, Inc.; Producer of the Wedding Experience

Not-so-great show moments -- we all have them! Join this practical yet entertaining session with seasoned show producers sharing their experiences and hopefully ways to mitigate them in the future. We will discuss weather cancellations, reschedules, handling last-minute major changes and more importantly spreading the word about them effectively, importance of cancellation insurance, and so much more. Our panelists will discuss in detail specific scenarios they have had to troubleshoot and manage before, during and immediately after a show or "disaster" which impacts your bottom line and stakeholders.

Bridging Past Experiences to Future Success

2:10 – 3:10 pm

Peer-to-Peer Power Session - Roundtables

Our always popular roundtable sharing session with peers is regarded as the most valuable time during our annual convention. We will break into small “roundtable” groups to discuss various important topics such as:

- Discounts and Ticket Prices
- Music Licensing
- Digital Applications
- Temporary Show Staffing
- Credit Card Security
- Online Booth Sales

But it doesn't end there -- if you are interested in discussing a particular topic/issue important to you (and likely to others as well), bring the idea onsite and we'll throw it in the mix – this session is for YOU!

Peer2Peer
Roundtables



3:10 – 3:30 pm

Networking Break and Vendor Fair

3:30 – 4:45 pm

Sell More Tickets with Facebook Advertising

Presented by Amy Mrazek, Director of Marketing, ShowClix

Facebook advertising is the top platform for event organizers to sell tickets and create event awareness. In this session, learn what ads are best for creating awareness, selling more tickets, and engaging with customers. Explore Facebook's variety of ad options, uncover advanced targeting methods like remarketing, and discover best practices to help you reach the right tickets buyers. There will also be dedicated time at the end of the session for Q&A and discussion time with attendees.



Amy is currently the Director of Marketing at ShowClix, an event ticketing and technology company that partners with event organizers around the world. She oversees all marketing initiatives for both the ShowClix brand and the client-facing Marketing Services team. Prior to joining ShowClix, Amy worked at Merkle, where she managed large-scale digital advertising campaigns for Fortune 500 companies. Amy's passion for marketing and mentorship extends outside of ShowClix. She serves as a mentor for AlphaLab, a nationally ranked software accelerator program, and is a Google AdWords Workshop Instructor for the University of Pittsburgh.

7:00 – 9:30 pm

All Aboard! NACS Night Out on Pittsburgh's Famous Three Rivers

Sponsored by SMG Convention Centers

It's a night to remember with NACS colleagues and friends aboard the Duchess. Our annual offsite event will take us around the town, literally, to experience Pittsburgh's sights and lights. We will board the Duchess, one of the Gateway Clipper's beautiful and traditional riverboat vessels to be greeted by their friendly Captain, Crew, and Staff while getting acquainted with our accommodations for the evening. We will enjoy libations and hors d'oeuvres and of course, the panoramic views of the skyline, famous landmarks, and three rivers surrounding the city.



Thursday, June 28

7:30 – 8:30 am

Continental Breakfast and Vendor Fair

7:00 am – 2:00 pm

NACS Registration Open

8:30 – 9:30 am

Opening Keynote: The ABCs of Persuasive Words

Presented by Nancy Harhut, Behavioral Scientist & Chief Creative Officer, HBT Marketing

In marketing, just like in Scrabble, some words are worth more than others. They're the words with the power to convince and convert -- the ones that drive your success in emails, ads and other marketing materials. In fact, research confirms that even a small word can make a big difference! This fast-paced, example-jammed presentation reveals eye magnet words, compliance triggers, and 24 other words and copy secrets (one for each letter of the alphabet!) that will make you an instant master of persuasion. Hear about the scientific studies and in-market research supporting each. And leave ready to write more persuasive copy.

If you're in the business of convincing people to do what you want them to do – attend, return, buy, bring a friend, etc. -- these are the easy-to-use secrets that you can use tomorrow to get people to open, read and act on your advertising message.

In this presentation, we will discover:

- The surprising pulling power of the word “because”
- The 140% lift of questions
- How to effectively use Rhyme as Reason Bias
- Why Herd Mentality and Urgency make people act without thinking
- Two ways to use Loss Aversion to prompt behavior



Nancy Harhut is passionate about the impact behavioral science can have on marketing. A Hatch Top 100 Creative Influencer, Online Marketing Institute Top 40 Digital Strategist, and Social Top 50 Email Marketing Leader, she has creative directed integrated campaigns for some of the world's biggest brands. She and her teams have won over 175 awards for digital and direct marketing effectiveness. The Chief Creative Officer of HBT Marketing, Harhut is known for her interesting and actionable insights that focus on the application of behavioral science to marketing. A top-ranked speaker, she's wowed audiences from the US Department of Defense to Moscow marketers to SXSW attendees. Companies seeking an added advantage tap her for campaign development, consulting and content creation. Follow her on twitter at @nharhut

9:30 – 10:00 am

Networking Break and Vendor Fair

10:00 – 11:00 am

Running a Safer Show

Presented by Adam Coughran, MA, CTA, President, Standards Training Group

Preventing a “disaster” at a show can be as simple as planning and preparing. During this informative and lively presentation, learn simple steps to secure your shows, help prevent loss, detour conflict, and avert disaster for you and your attendees. You will also:

- Understand access control and crowd movement as it relates to security;
- Better understand loss prevention through vendor vetting, entry/exit screening and “floor” design;
- Avoid conflict and confrontation through preliminary due diligence; and
- Learn crisis response plan development



Adam Coughran is a police officer turned educator and entrepreneur. Throughout his law enforcement career in Southern California, Adam worked in various capacities, including street patrol, field training, counter-terrorism, and tourism-oriented policing. Adam utilized his expertise to found Standards Training Group, a consulting firm dedicated to helping businesses deter crime and mitigate violence. Adam soon began training personnel in various industries, including hotels and schools. It was during a school training session that Adam discovered the need for violence prevention training for elementary and middle school students. Subsequently, Adam co-founded his second company, Safe Kids Inc., and developed the H.E.R.O.™ Program (an acronym for Hide, Escape, Run, and Overcome). The H.E.R.O.™ Program consists of age-appropriate curriculum, engaging activities, professional development for educators, and a series of drills and scenarios. Adam currently serves as president of both companies, in addition to

being an active member and holding leadership positions in several nonprofit organizations and professional associations. He has trained, consulted and presented on local, regional, national and international stages on a variety of topics. Adam's clients broadly incorporate tourism, hospitality, retail outlets, higher education, private and public-school districts, utility companies, health care, government, professional associations and security agencies.

11:10 am – 12:10 pm **Breakout Sessions**

Breakout A1) Working with Your Venue

Panelists: Kelli Donohoe, CMP, Director of Sales & Marketing, David L. Lawrence Convention Center/SMG; Russell Kice, CMP, CEM, HMCC, Senior National Sales Manager, Philadelphia Convention Center/SMG; Robert “Bob” Morgan, General Manager, Dulles Expo Center; Eric Reichert, Senior Alliant Energy Center Account Manager, Greater Madison Convention & Visitors Bureau
Moderated by Sharon S. Altland, Executive Director, PA Farm Show Complex & Expo Center

Meet a team of venue professionals who are willing to share their experience in creating successful partnerships between clients and venues. Each party wants to see the other successful and this session will open the conversation on helping to make that happen and why. They will discuss topics including:

- Securing a large public event, who pays for the additional security?
- Facility exclusive contractors, is there a fair compromise?
- Exhibitors pirating utilities, should the promoter be responsible?
- Bringing convention services in-house, which services are the most cost effective?
- No doesn't mean I don't want your business
- Sustainable Exhibitor Practices in a LEED Certified Building

ABOUT OUR PANELISTS

Breakout A2) Help with Your Day-to-Day: Tech Solutions in the Show Business

Presented by a Panel of Show Producers (of various sizes and budgets)

As a show manager, what are you doing/using to help run your events and business efficiently and effectively? This panel presentation will include helpful tips and demos of event management software including Customer Relation Management (such as ACT, Salesforce, Personify, etc.), Accounting (QuickBooks, QuickBooks online, etc.), and Booth Management (such as Expocad, etc.).

Additional topics may include switching over to cloud and what it looks like, getting contracts signed online, collecting booth payments online, and sending invoices via email, and ways to work remotely. No matter the size of the show/business you are running (small, medium, or large), there will be solid and tangible tips and tricks to help make life easier in your day-to-day business operations. Attendees are encouraged to bring questions, suggestions, and ideas to share.

12:15 – 1:15 pm

NACS Awards Luncheon & Annual Business Meeting

We will honor the recipients of the 2018 NACS Awards Program in our three award categories: Sponsor/Exhibitor Marketing, Consumer/Attendee Marketing, and the WOW Award. Nominations for the awards program are accepted until May 4, 2018 and we encourage all members to submit a nomination for inclusion (details at nacslive.com). You can't win if you don't play – please consider recognizing your show or someone you think is deserving of this prestigious acknowledgment. Also during our lunch we will introduce the incoming 2018-2019 NACS Board of Directors and thank our outgoing 2017-2018 NACS Board of Directors, while providing updates about the association and our activities.

1:15 – 2:15 pm

Peer-to-Peer Open Forum – What do you think about THAT?

As requested, we will have another opportunity for members and attendees to share and network with peers. After hearing from thought-provoking experts the last two days, there will be a lot to discuss when it comes to best practices, horror stories (and hopefully how to avoid them), and what we can do tomorrow back in the office, to make our jobs and lives just a little easier. We only get to have dedicated time with like-minded professionals like this once a year, so let's take advantage of the brain trust around us while we have it!

2:15 – 3:15 pm

Maximizing Exhibitor & Attendee ROI with Integrated Data

Presented by Michael Gilvar, CEO, FISH Technologies, LLC and Jennifer Thompson, Vice President, Consumer & Trade Events, National Marine Manufacturers Association (NMMA)

Think beyond the “bright shiny object” – the latest tech craze we are told is the magic bullet for event success. It's not about technology, but rather about understanding the wants of the consumer and facilitating meaningful connections with your exhibiting partners. In this session we'll explore how NMMA is creating unified consumer profiles to unlock new insights into their audience that will gamify their events, deliver relevant messages that personalize onsite experiences, and make data actionable for the entire event ecosystem.



Mike is CEO of FISH Technologies, a leading data collection and marketing analytic company. The FISH Platform empowers event marketers with the ability to maximize data collection, facilitate more active engagement, and track all aspects of event behavior in real time.



For more than 18 years Jennifer has produced successful and compelling events for the National Marine Manufacturers Association (NMMA). In her current role as Vice President of Consumer and Trade Events she oversees 10 of NMMA's 18 consumer boat and sportshows as well as NMMA's interests in the annual trade show the International Boatbuilders Exhibition in Conference (IBEX). She currently serves on the executive committee of the International Federation of Boat Show Organizers.

3:15 pm

Convention Concludes

Don't forget these important deadlines!

Friday May 25
DISCOUNTED REGISTRATION TO ATTEND

Tuesday, June 5
LODGING RESERVATION

Bridging Past Experiences to Future Success

Register online at NACSlive.com

Important Convention Details

Location & Lodging

All activities of the 2018 NACS Convention will take place at the DoubleTree by Hilton Hotel & Suites Downtown Pittsburgh -- located at 1 Bigelow Square, Pittsburgh, PA 15219, with the exception of the evening functions which will be held offsite (details provided to registered attendees).

NACS has secured discounted rates in our room block at our host hotel, DoubleTree by Hilton Hotel & Suites Downtown Pittsburgh. Please be sure you book your lodging only at this property, and directly through the hotel itself (not a third-party site) so that the association can fulfill its financial obligations made on behalf of the group.

To make a reservation, please call 1.800.222.8733 and indicate you are with the NACS convention for the discounted rates. You can also reserve a room online via our custom link [HERE](#).

BOOK ROOM ONLINE

LODGING RESERVATION DEADLINE: June 5, 2018 — THOUGH WE STRONGLY ENCOURAGE YOU TO BOOK YOUR ROOM RIGHT AWAY (DO NOT DELAY).

Rooms in the block are limited and only available until the room block becomes full or the deadline (whichever comes first). Reservations after this are accepted on a space and rate available basis only.

Registration Information

Register early! Discounted attendee pricing ends Friday, May 25, 2018.

Register ONLINE at nacslive.com or fax completed registration forms to 503.253.9172

REGISTER ONLINE

Discounts are also offered to multiple attendees from the same company/organization, so bring your team!

What Registration Includes

Each attendee registration includes access to all education sessions and electronic materials (as provided by the speaker) on Wednesday and Thursday, Tuesday's Welcome Reception, all hosted meals and breaks on Wednesday and Thursday, and the Wednesday Night Out. Indicate on the registration form if you plan to attend the Wednesday Night Out.

Special Scholarship Opportunity

There are several scholarship opportunities available for individuals who are past members of Professional Show Managers Association (PSMA), who would like to attend the 2018 NACS Convention. Please contact Vicky Danielson in the NACS office at 800.728.6227 for details.

EXPOCAD University & User Group Meeting - June 29, 2018

Separate from our convention, but conveniently located at the same place and immediately following our event, EXPOCAD users will have the opportunity to gather and meet with other users. Find more info and register at expocad.com.

2018 NACS Awards Program - Recognize a Show Today

The NACS Awards Program is designed to recognize outstanding achievements in the consumer show industry. Each award category is open to all shows regardless of size and budget. Please consider submitting an entry to be considered for an award. Find out more about the program, award categories, and submission requirements on our website nacslive.com. Deadline to submit is May 4, 2018.

Convention Session Materials

To minimize paper waste and utilize our resources appropriately, session handouts (as provided by the speaker) will be accessible online before, during, and after our program on an exclusive attendee-only webpage. Details will be emailed to convention attendees (only) once information is available.

Photo Release

We often times use convention photos in our association materials. By virtue of your attendance, you agree to the use of your likeness in such materials.

Tax Deduction

The Internal Revenue Service may permit an income tax deduction to US residents for expenses (including registration fees, travel costs, meals, and lodging) incurred in pursuit of continuing professional education. Consult your tax advisor for details.

Vendor Fair

Don't forget that convention registration includes access to some of the leading industry vendors. Producers that visit with the exhibits are eligible to win great prizes! If you are interested in exhibiting a sponsoring the convention, please visit NACSlive.com or call 800.728.6227.

Cancellation Policy

Cancellations received on or before May 25, 2018 receive a full refund minus a \$50 administrative processing fee. Cancellations received between May 25 and June 8 will receive a 50% refund of their total fees. Cancellations received after June 8 and no-shows will not receive a refund. In the event of inadequate registration, weather problems or other events beyond NACS' control, the convention may be moved or cancelled. Should this occur, an attempt will be made to contact all registrants and fees will be refunded. No discounts or refunds are given for partial attendance.

30TH NACS ANNUAL CONVENTION

June 26-28, 2018

Please complete the following information and return with payment to NACS. One attendee per form, please.

Name (Include all designations) _____ Position Title _____
 Company/Organization _____
 Mailing Address _____ City _____ State _____ Zip _____
 Business Phone _____ Badge First Name _____
 Email _____ Website _____

Please Check: I am a: Show Producer — Show Type(s) Produced: _____
 Supplier
 Is this your first time attending an NACS Convention? Yes No
 Do you plan to attend Wednesday's Night Out? (Included in fee asked, for planning purposes.) Yes No
 Would you like to receive info about the optional no-host group dinner on Tuesday, June 26? Yes No

Registration – Select One:

**Discounted Registration
on or before May 25, 2018**

**Regular/Late Registration
after May 25, 2018**

<input type="checkbox"/> Producer Member	\$525	\$600
<input type="checkbox"/> Additional Producer Member (registration from same company)	\$500	\$575
<input type="checkbox"/> Associate/Supplier Member	\$725	\$800
<input type="checkbox"/> Additional Associate/Supplier Member (registration from same company).....	\$700	\$775
<input type="checkbox"/> Non-Member Producer	\$725	\$800
<input type="checkbox"/> Non-Member Associate/Supplier.....	\$895	\$970
<input type="checkbox"/> Non-Member Producer – Attending for 1st Time	\$525	\$600
<input type="checkbox"/> Non-Member Associate/Supplier – Attending for 1st Time.....	\$725	\$800

1 Registration Amount \$ _____

Breakout Sessions – Select One:

Thursday, June 28 from 11:10 am – 12:10 pm

- A1) Working with your Venue A2) Help with Your Day-to-Day: Tech Solutions in the Show Business

Guest/Companion Meal Tickets

Only complete this section if you are bringing a guest who is not already registered but would like to attend only some of the meal functions.

Tuesday Welcome Reception # _____ @ \$75 per person \$ _____ **Wednesday Night Out** # _____ @ \$125 per person \$ _____
 Name of Guest(s): _____ Name of Guest(s): _____

Continental Breakfast - (Circle Selection): Wednesday or Thursday
 # _____ @ \$35 per person \$ _____
 Name of Guest(s): _____

Lunch - (Circle Selection): Wednesday or Thursday
 # _____ @ \$55 per person \$ _____
 Name of Guest(s): _____

2 Guest Meals Amount \$ _____
1 + **2** = Total Amount Due \$ _____

Special Needs

If you have any special requirements (i.e. dietary restrictions, accessibility, etc.) indicate here. Please provide name if you are registering an extra guest meal: _____

Payment (in U.S. funds)

- Check (payable to NACS) Visa MasterCard American Express Discover

Card # _____ Exp. Date _____ Amount Authorized _____
 Name on Card _____ Signature _____
 Card Billing Address _____ City _____ State _____ Zip _____
 Email Receipt to: _____

Cancellation Policy

Cancellations received on or before May 25 will receive their total fee minus a \$50 administrative processing fee. Cancellations received between May 25 and June 8 will receive a 50% refund of their total fees. There will be no reduction in fees for partial attendance. Cancellations received after June 8 and no-shows at the event will not be refunded.

Please mail or fax this registration form with payment to: National Association of Consumer Shows (NACS)

147 SE 102nd Ave., Portland, OR 97216, or Fax 503.253.9172

Questions? Call NACS at 800.728.6227 or 503.253.0832 • www.nacslive.com • info@nacslive.com