

# 2012 NACS Trade Press Exhibitor Benefit Program



1600 Duke Street • Alexandria, VA 22314 • Phone (703) 684-3600 • Fax (703) 836-4564 • www.nacsonline.com • Federal Tax ID #95-2237749

## COMPANY INFORMATION

Company Name \_\_\_\_\_  
Doing Business As \_\_\_\_\_  
Address (Street, P.O. Box) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Country \_\_\_\_\_  
Postal Code/Zip+4 \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Web site \_\_\_\_\_

## KEY CONTACT (Key will receive NACS mailings and invoices & will be listed in the NACS Membership Directory)

Mr./Ms./Mrs. \_\_\_\_\_  
Name \_\_\_\_\_  
Preferred Name \_\_\_\_\_  
Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Address (Street, P.O. Box) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)  
Both are complimentary

## TRADE SHOW/EXHIBIT CONTACT (if different from Key Contact)

Mr./Ms./Mrs. \_\_\_\_\_  
Name \_\_\_\_\_  
Preferred Name \_\_\_\_\_  
Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Address (Street, P.O. Box) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)  
Both are complimentary

## EDITORIAL CONTACT (if different from Key Contact)

Mr./Ms./Mrs. \_\_\_\_\_  
Name \_\_\_\_\_  
Preferred Name \_\_\_\_\_  
Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Address (Street, P.O. Box) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)  
Both are complimentary



**ADDITIONAL EDITORIAL CONTACT (Optional)**

Mr./Ms./Mrs. \_\_\_\_\_

Name \_\_\_\_\_

Preferred Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Address (Street, P.O. Box) \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_

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**ADDITIONAL EDITORIAL CONTACT (Optional)**

Mr./Ms./Mrs. \_\_\_\_\_

Name \_\_\_\_\_

Preferred Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Address (Street, P.O. Box) \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_

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**PAYMENT**

Trade Press Exhibitor Benefit Program levels:

- \$0 Base Level Trade Press Exhibitor
- \$10,000 Premier Level Trade Press Exhibitor

*(covers 12 months)*

Enclose your check made payable in U.S. funds drawn on a U.S. Bank to NACS.

One of the many services NACS performs is to represent the industry before federal and state governments. Under federal law, the percentage of dues applied towards lobbying activity is not tax deductible as a business expense. This means that 58% of your 2012 payment is non-deductible. (NACS Magazine subscription price of one year (\$70) is included, and may not be deducted.)

**Please remit payment to:**

**NACS  
P.O. BOX 6930  
MCLEAN, VA 22106-6930**

<b>FOR NACS USE</b>	
Date _____	Co.# _____
Check# _____	Amount \$ _____
Acct. _____	

# 2012 NACS Trade Press Exhibitor Benefit Programs

(Effective January 2010)

Due to the unique relationship and role that the trade press plays in industry affairs, most trade associations of similar scope to NACS either do not permit the trade press to be association members or they have a special class of membership for the trade press with limited benefits. All associations of substance have well developed trade press editorial policies. Very few trade associations allow the trade press to serve in their governance structures.

NACS has adopted a comprehensive Trade Press Editorial Policy and has created two Trade Press Exhibitor Benefit Programs to provide levels of benefits to trade press that desire an association relationship beyond editorial activities principally involving exhibiting at NACS events. We have elected to discontinue trade press supplier membership and to implement these programs instead of creating separate membership classes.

## **Base Level Trade Press Exhibitor Benefit Program**

Trade press companies that elect to participate at this level pay no annual fee and receive the following benefits:

1. Member expo rates
2. Listing in directories
3. Eligible for purchasing full conference credentials and tickets to special events
4. Free subscription to *NACS Magazine*

## **Premier Level Trade Press Exhibitor Benefit Program**

Trade press companies that elect to participate at this level pay an annual fee of \$10,000 and receive the following benefits (in addition to Base Level benefits):

1. Priority booth selection
2. Booth mystery shopping report
3. Advance selection of hotel rooms and Business Appointment Centers
4. Complimentary furniture upgrades for Business Appointment Centers/meeting rooms
5. Exhibitor discounts - 10% off of all "non-exclusive" Freeman services
6. VIP registration

7. Free Base Level publication bin slot at the NACS Show and at NACStech
8. Industry updates via webinars
9. Complimentary NACS *State of the Industry* report
10. Invitation to the NACS Industry Update Luncheons (editorial personnel only)
11. Access to the Hunter Club Lounge.

**Note:** Trade Press are not eligible for membership in the association and will not have access to the following products and services:

1. Access to the NACS Help Desk
2. Non-editorial access to the NACS State of the Industry Summit, Leadership Forum, Global Forum, NACStech (unless exhibiting) and other similar NACS events. This is subject to the terms of event-specific collaborative contracts which may allow non-editorial attendance.
3. NACS membership lists and directories
4. Pre and post NACS Show attendee lists
5. Invitation to CEO dinner (Hunter Club Gold benefit)
6. Room drops or other product placement (except for publication bins subject to fee and content policies)
7. Hunter Club Gold appreciation event
8. Invitation to retail board dinners/lunches (Hunter Club Gold benefit)