

# 2012 NACS Hunter Club Benefits

|  | LEVEL<br>ANNUAL DUES | GOLD<br>\$65,000 | SILVER<br>\$30,000 | BRONZE<br>\$15,000 |
|--|----------------------|------------------|--------------------|--------------------|
| <b>NACS Show Benefits:</b>   |                      |                  |                    |                    |
| Priority Booth Selection (SHOW & NACStech)   |                      | 1st              | 2nd                | 3rd                |
| Advance Selection of Hotel Room Block  |                      | 1st              | 2nd                | 3rd                |
| Priority Option on Hotel Rooms in HQ Hotel (pending availability)  |                      | 1st (10 Rooms)   | 2nd (5 Rooms)      | 3rd (3 Rooms)      |
| Pre & Post-Show Attendee Lists (SHOW & NACStech)   |                      | •                | •                  | •                  |
| Booth Mystery Shopping Report  |                      | •                | •                  | •                  |
| Advance Selection and Complimentary Upgraded Furniture of Business Appointment Centers                         |                      | •                | •                  | •                  |
| General Session VIP Seating (SHOW & NACStech)  |                      | 4                | 2                  |                    |
| Exhibitor Discounts & Concierge Service (SHOW & NACStech)  |                      | •                | •                  | •                  |
| Product Included in Retailer Post-Show Gift Package  |                      | •                |                    |                    |
| CEO Invitation to Private Dinner with Leading Retail CEOs  |                      | •                |                    |                    |
| Exclusive Show Marketing Opportunities (Priority Gold)   |                      | •                | •                  |                    |
| Upgrades (to Utilize Hunter Club Lounge, Attend Welcome Reception, Educational Workshops and General Sessions) |                      | 4                | 2                  | 1                  |
| Cool New Products Preview Room Discount (Total Order)  |                      | 25%              | 10%                |                    |
| Welcome Reception Tickets (in addition to their Upgrade)   |                      | 2                | 1                  |                    |

|  | Gold          | Silver    | Bronze   |
|--|---------------|-----------|----------|
| <b>Year Round Benefits:</b>  |               |           |          |
| Invitation to Industry Update Lunches  | 14            | 10        | 4        |
| Leadership Forum Participation   | 1st           | 2nd       | 3rd      |
| Beverage Product Placement at Selected NACS Events (# of items)  | 3             | 1         |          |
| Snack Product Placement at Selected NACS Events (# of items)   | 3             | 1         |          |
| General Overview – Industry Update Presentation at Your Location (Value \$10,000)                            | Complimentary | \$2,500   | \$5,000  |
| Customized – Industry Update Presentation at Your Location (Value \$15,000)                                  | \$5,000       | \$7,000   | \$10,000 |
| State of the Industry Research Webinar   | •             | •         | •        |
| Complimentary State of the Industry Reports  | 5             | 3         | 1        |
| Gold Appreciation Event  | •             |           |          |
| Invitation to Board of Directors Dinner in Washington, DC during NACS Day on Capitol Hill event (March 2012) | •             |           |          |
| Access to NACS Membership Directory (Electronic)   | Unlimited     | Unlimited | 1/yr.    |
| Annual Full-Page Recognition Ad in <i>NACS Magazine</i>  | •             | •         | •        |
| Exclusive Advertising Opportunities  | •             | •         | •        |
| Product Displayed in Show Case at NACS Events (product must be NEW and company must be attending)            | •             | •         | •        |