

Go Mobile!

“With **OVER FOUR BILLION** mobile users around the world, compared to approximately one billion PCs, mobile will become the ideal channel for businesses to reach their customers.”

— Anuj Khanna, CEO, Wireless Expertise

(a UK-based wireless market research and consulting firm)

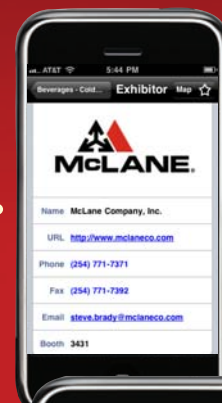
- Nearly **70%** of tradeshow attendees carry Smartphones.
- There were more than **8,080** downloads of the NACS Show App in 2010—a 40% rate of adoption! The average adoption rate of an app is 25%!
- **76%** of Smartphone users responded that logos displayed on the interactive map influence their decision to visit an exhibitor’s booth.

(Source: Core-Apps)



DELIVER YOUR MESSAGE DIRECTLY TO THE HANDS AND MINDS OF YOUR BUYERS.

FEATURE	BENEFITS	TERM	COST
EXHIBITOR PACKAGE	<ul style="list-style-type: none"> • Listing in exhibitor directory • Logo on floor map • Upload corporate literature and product brochures 	24/7/365	COMPLIMENTARY to NACS Show exhibitors
BANNER AD/ LANDING PAGE	<ul style="list-style-type: none"> • Attendees touch the banner ad and are taken to your company’s landing page. Advertise a giveaway, special guest or offer a redeemable coupon to bring traffic to your booth! 	24/7/365	\$2,000
MULTIMEDIA PACKAGE	<ul style="list-style-type: none"> • Include a video clip featuring a welcome to your company, introduce products or provide demonstrations. Video is located on your exhibitor landing page and can be viewed over and over again. 	24/7/365	\$3,000



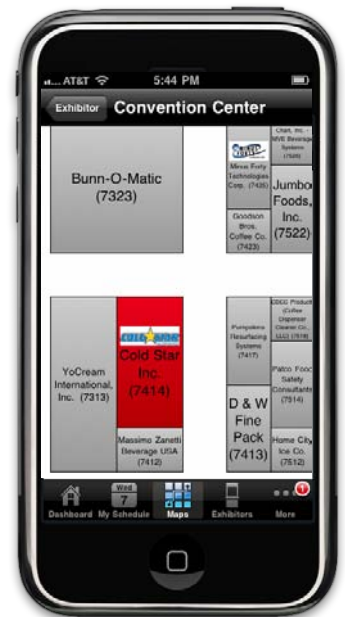
Core-Apps can create a banner ad for you for just \$125.

Exclusive Hunter Club offers are available. Contact Advertising Sales Director Stacey Dodge at (703) 518-4211 or sdodge@nacsonline.com or Advertising Manager Jennifer Nichols at (703) 518-4276 or jnichols@nacsonline.com. NACS has partnered with Core-Apps to create the NACS Show Mobile App.



EXHIBITOR PACKAGE— COMPLIMENTARY!

Each exhibitor at the NACS Show will receive the **EXHIBITOR PACKAGE**. In the weeks before the Show, you will receive an email with login/password information to a mobile app portal allowing you to upload your company logo to the floor map. You can also upload corporate literature and product brochures. Attendees will have immediate access to your contact information, product details and brochures — anytime they want it!

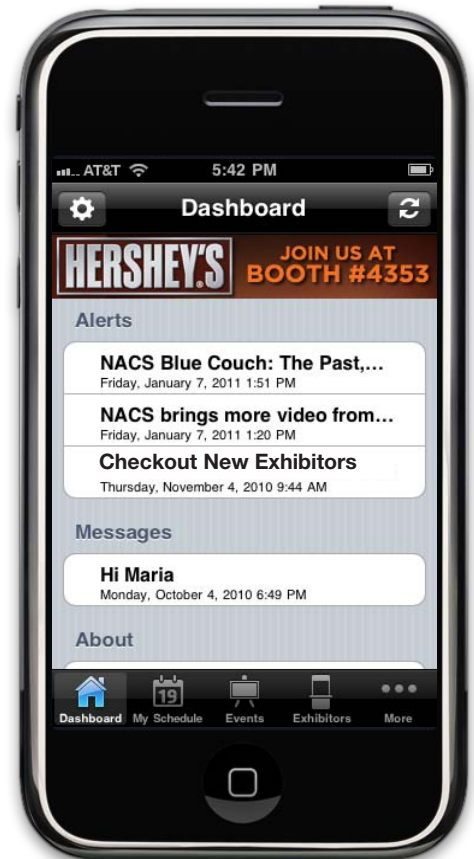


Banner Ad/Landing Page \$2,000

Rotating banner ads on the NACS Show Mobile App dashboard page feature your company's message and logo. Attendees touch the banner ad and are taken to your company's landing page to instantly learn more about your products, map your booth or contact you. Advertise a giveaway, special guest or offer a redeemable coupon to bring traffic to your booth!

Multimedia Package \$3,000

Include a video clip featuring a welcome to your company, introduce products or provide demonstrations. Video is located on your exhibitor landing page and can be played over and over again.



CHOOSE THE NACS SHOW MOBILE APP TO INCREASE YOUR COMPANY'S VISIBILITY FOR LOW COST WITH MAXIMUM IMPACT.

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Stacey Dodge, Advertising Sales Director
(703) 518-4211 or sdodge@nacsonline.com

Jennifer Nichols, Advertising Manager
(703) 518-4276 or jnichols@nacsonline.com

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Contact:
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or (301) 604-3055