

## **NACS Show Expo to Go Video Contest Guidelines, Dos and Don'ts**

### **ELIGIBILITY**

The NACS Show Expo to Go Video Contest is open only to NACS Show 2010 exhibiting companies. By participating, entrants agree to be bound by these Contest Rules and the Terms and Conditions. NACS reserves the right to verify eligibility qualifications of any entrant or winner.

### **CONTEST RULES:**

Each NACS Show exhibiting company may submit one entry only. All submissions become the property of NACS and must be received by August 27, 2010. Late entries will not be accepted.

### **HOW TO ENTER:**

Beginning August 5, 2010 but prior to August 27, 2010:

1. Fill out the Official Entry Form
2. Send the Official Entry Form and a hi-res company logo (logo must be at least 400 pixels wide) to Stephanie Robert – [srobert@nacsonline.com](mailto:srobert@nacsonline.com)
3. Upload your video to [Yousendit.com](http://www.yousendit.com)  
**Step 1:** Go to <http://www.yousendit.com/>  
**Step 2:** Click on the "Sign Up" tab in the upper left section of the site and choose the "Sign Up" button for the free version  
**Step 3:** Complete sign-up form  
**Step 4:** Send video files as attachments when submitting to Cristy Zuazua at NACS – [czuazua@nacsonline.com](mailto:czuazua@nacsonline.com)

Entries that meet the criteria will be uploaded onto the NACS YouTube website.

### **VIDEO CRITERIA:**

All videos must:

1. Be no more than 30-seconds long.
2. Your video must include these items:
  - Your company name
  - Your company booth number
  - Why a NACS Show attendee should visit your booth
  - "We can't wait to see you at the NACS Show."
3. Be submitted in avi, mov, mpg or wmv format.
4. Video files may not exceed 7MB

Here's how the videos will be judged:

1. Get the most online viewers. Viewership counts toward 50% of the total score.
2. A retail panel of judges will select a winner based on:
  1. Creativity
  2. Message clarity and relevance



3. Motivation and inspiration
4. Overall impact

Also see the Video Do's and Don'ts on the NACS Show website.

### **Video Do's and Don'ts**

#### **THE DO'S**

1. G-rated please
2. Submit your Official Entry Form and a hi-res company logo (logo must be at least 400 pixels wide) to Stephanie Robert at [srobert@nacsonline.com](mailto:srobert@nacsonline.com) no later than Friday, August 27, 2010.
3. Upload your video submission to [yousendit.com](http://yousendit.com) no later than Friday, August 27, 2010.
4. Produce a video that is no more than 30-seconds long.
5. Your video must include these items:
  - Your company name
  - Your company booth number
  - Why a NACS Show attendee should visit your booth
  - "We can't wait to see you at the NACS Show."
6. Be submitted in avi, mov, mpg or wmv format.
7. Keep video file size to 7 MB or smaller.

#### **THE DON'TS**

1. Take any risks that could cause personal injury or destruction of property.
2. Promote or attack other brand names
3. Involve illegal activities
4. Have inappropriate language or activities