

NACS Show Expo to Go Video Contest Official Entry Form

First Name _____ Last Name _____
 Job Title _____ Company Name _____ Booth Number _____
 Company Mailing Address _____
 City _____ State _____ Zip Code _____
 Work Phone _____ Cell Phone _____ Fax _____
 E-mail _____

All NACS Show 2010 exhibitors are eligible to participate in the “NACS SHOW EXPO TO GO” video contest.

The contest is soliciting 30-second video commercials that promote the topic “Why a NACS Show attendee should visit my booth at the NACS Show.” Exhibiting companies may submit only one video and it must meet all contest criteria. Entries that meet the criteria will be uploaded onto the NACS YouTube website. Here’s how the winning video will be judged:

1. Round 1 – Get the Most Online Viewers

Send the link to clients, customers and anyone else you think should see your video. The more views you have, the higher your chances are of winning.

Viewership counts toward 50% of the total score.

2. Round Two – The Retailer Panel

A panel of retailers will select a winner based on:

- Creativity
- Message clarity and relevance
- Motivation and inspiration
- Overall impact

This portion counts toward the remaining 50% of the total score.

Once you submit an entry, it is screened by a panel prior to posting online.

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, no later than **August 27, 2010**.
3. Upload your video submission to 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.

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

Videos will be judged on the following criteria:

1. Creativity
2. Message clarity and relevance
3. Motivation and inspiration
4. Overall impact

CONTEST CRITERIA

- Fit and appropriateness with the “NACS SHOW EXPO TO GO” campaign
- Length appropriateness
- Creativity
- Message clarity and relevance
- Message stickiness and persuasiveness
- Music and graphic use

Winning video(s) will be modified for inclusion in the “NACS SHOW EXPO TO GO” campaign by including NACS Show branding, the company logo and a booth number before the ad actually plays and will direct viewers to the NACS Show website to learn more about the NACS Show. All credit for the ad will be attributed to the exhibiting company who created it.

Submit your official entry form and a hi-res company logo (must be at least 400 pixels wide) to:

Stephanie Robert at srobert@nacsonline.com