

## NACS Show Expo to Go Video Contest Rules and Regulations

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 “why an 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. The winning video will be judged in two ways:

**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 your company submits 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](mailto: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](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

**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

**CONTEST TIMELINE**

<b>August 5, 2010</b>	<b>Video Contest Announced to Exhibitors</b>
<b>August 27, 2010 at 5:00 pm EDT</b>	<b>Deadline for Submissions</b>
<b>September 3, 2010</b>	<b>Submissions are available for viewing on the NACS You Tube Channel</b>
<b>September 21, 2010 at 5:00 pm EDT</b>	<b>Viewing period ends.</b>
<b>September 28, 2010</b>	<b>Winner announced to current NACS Show attendees, Prospects, Daily News readers and on NACS Social Media. Video uploaded to the NACS Show mobile app.</b>
<b>October 4-11, 2010</b>	<b>Video available at nacsshow.com and NACS Online</b>



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 Hi-Res Company Logo to:**

**Stephanie Robert - [srobert@nacsonline.com](mailto:srobert@nacsonline.com)**