

As a first time exhibitor or even a long-time participant in NATPE's annual conference & exhibition some basic guidelines can make your experience a success. NATPE prepares many tools for the exhibitor to use to prepare for NATPE 2008. Read the Exhibitor Service Manual and take advantage of the information available on the website, www.natpe.org. In November each exhibitor is given a password to access the Buyers and Attendees list for NATPE 2008 show online, also your NATPE sales representative will be sending you attendee lists in December. Use these tools to contact registrants in advance. Send out generic emails letting people know what you are presenting at the show, why they should visit your booth, advertise your booth number. Pre-planning and pre-promotion are valuable tools to let registrants know your company. Set up as many meetings as possible in advance. Review your goals and objectives for the event.

Onsite in Las Vegas make your booth or suite as inviting as possible. Greet all passersby, make them feel as comfortable as possible, have your business cards and literature on hand at all times. There is a long list of do's and don'ts which are often overlooked. Don't talk on the phone, eat, read, sit, and don't form clusters and talk with co-workers and ignore a possible lead.

1. **Read the Exhibitor Service Manual**

- This will help you save money and add to your success at NATPE 2008.
- Use the handy Quick reference guides on each tab to easily locate information and deadlines.
- All contact and deadlines are outlined for your convenience. Please pay close attention to service order deadlines.
- Submit all applicable forms to NATPE by the deadlines indicated to facilitate logistics on-site.

2. **Reserve Housing Early**

- Housing opened in August, to ensure proper accommodations submit as soon as possible.
- Exhibitors with **standard booth** space can begin move-in at the Mandalay Bay Convention Center on Friday, January 25, 2008 at 8:00 am and **Pavilion Exhibitors** can begin move-in on Sunday, January 27 at 8:00 am. Please note these dates when making your travel arrangements.

3. **Register Personnel Early**

- Standard Space Exhibitors receive 3 comp registrations per 100 sq. ft. of booth space, Package Exhibitors receive 4 comp registrations per 100 sq. ft. of booth space and Suite exhibitors receive 3 comp registrations per suite.
- The cost increases for additional paid badges above your comp allotment after December 15, 2007.

4. **Order Services in Advance**

- Most services can be ordered well in advance of the show and can offer substantial savings.
- Confirm all orders in advance before leaving for NATPE 2008.
- Bring all orders, confirmations and correspondence with you on-site.

5. **Shipping**

- Remove old shipping labels and make sure to put on clear new labels with your company name and booth number.
- Expect at least a 3 hour wait from the time of check-in at the marshaling yard.
- Ship in advance to the warehouse. Ship pre-paid, and keep an inventory and all PRO numbers of all your shipments
- Shrink-wrap all your carton(s) onto a skid to avoid any special handling charges.
- This will save you money and expedite your move-in process.

6. Booth Set-up

- Consider renting a display from Freeman
- Pre-wire the electricity in your display to as few outlets as possible
- Build extra electrical outlets
- Pack touch up paint
- Set up booth on straight-time

7. Report On-site Problems to Show Management

- We cannot help you if we are unaware of the problem. Go to the NATPE Show office onsite for assistance.

8. Pay your Booth Balance

- The complete balance of booth fees is due September 21st.
- Please be sure you are paid in full to avoid forfeiting any product listings.