

2011 NALA Convention • July 27-30, 2011
Marriott Dallas/Plano At Legacy Town Center • Plano, Texas

The Affiliated Associations Exhibit area will be provided on Friday, July 29, 2011, from 8:00 a.m. – 3:30 p.m. Don't miss this opportunity to see what other NALA Affiliated Associations around the nation are doing to promote the profession and grow their organization. The displays are staffed by affiliate association members who are eager to answer questions and offer suggestions.

Information on the schedule and guidelines for the displays are listed below. The registration form is included at the end for your convenience in advising NALA Headquarters of your interest in reserving a table. Registration forms will be accepted through **June 15, 2011** on a space available basis.

We look forward to seeing you there!

Affiliate Exhibitor Information & Schedule

Please be sure to provide this information to the people who will actually be in charge of your Affiliate Exhibit at the convention.

- There is no charge to participants for this exhibition, but NALA does pay for the space and use of the tables.
- **Setup time** for affiliated association exhibitors is from 7:00–8:00 a.m. Friday, July 29 in the exhibition hall used by regular exhibitors on the preceding two days.
- The Affiliated Association Exhibition officially opens at 8:00 a.m. and closes at 3:30 p.m.
- All exhibits should be taken down by 5:00 p.m. Friday, July 29. The cleanup crew will assume anything left on the tables is to be discarded.
- Association exhibits will be arranged **two per six-foot table**. Table tent cards will identify, by name, where each association should set up. **It is crucial that displays, signs, handout material, and other components of each exhibit fit in the allotted half-table space.**
- Be sure to bring the necessary tools and materials (tape, thumbtacks, pins, etc.) to set up the exhibit, and to repack the exhibit for transportation or parcel posting after the show closes.
- At least one association representative should be on hand when the exhibition opens at 8:00 a.m. to meet attendees, exchange information, and answer questions.
- Feel free to bring a camera to document your own exhibit and to capture ideas from other exhibitors.
- Bring plenty of business cards and information sheets or brochures to share with attendees.

- After the initial morning “rush,” representatives may rotate the duty of being on hand at the exhibits. The displays can be left unattended during the afternoon sessions, as attendee traffic will be very sparse at that time. **There is no hotel security for the exhibition area**, so do not leave anything of value (laptop computers, office machines, or giveaway items you want to save) on the tables unattended.
- **Convention Schedule:** The convention schedule of events will be provided online at NALA’s web site when available. Schedules and course descriptions are also available on site at the convention.
- **Security:** The exhibit’s location is an open area—**it is not secure**. We highly recommend that you take laptops and other valuable equipment back to your room for overnight security.

**NALA 36th ANNUAL CONVENTION
AFFILIATED ASSOCIATION EXHIBITOR INFORMATION FORM
JULY 29, 2011**

TO: Marie Greninger
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NALA's 36th Annual Convention will be held July 27-30, 2011 at the Marriott Dallas/Plano At Legacy Town Center in Plano, Texas. NALA Affiliated Associations will have an opportunity to exhibit on **Friday, July 29, from 8:00 a.m. to 3:30 p.m.**

To take part in this exhibition, you must notify NALA Headquarters by **June 15** that you plan to participate so that we may make appropriate space arrangements.

Name of Association:

Contact Person:

Telephone: _____ **E-mail:** _____

Contact Persons – On Site:
