

August 16, 2016

Dear Sponsor,

Thank you for your sponsorship. Based upon the response to-date and with your support, this will be one of our largest Fall NABD events! The information in this document is intended to enhance your participation and the following timeline of important dates will help you get ready.

We would also like to encourage you to book your hotel rooms as soon as possible (866)996-6338! The Room block is filling quickly and the deadline for the discount (code "NABD") & subgroup agreements is right around the corner.

AUGUST 16, 2016

- ◆ Exhibitor kits are available at: <https://ordering.ges.com/052601182>

SEPTEMBER 16, 2016

- ◆ All speakers' bios are due.
- ◆ All speakers' (not panelists) should submit an outline of their PowerPoint presentations to Ken at ken@kenshilson.com for approval. Microsoft format only without prior agreement with NABD. No Mac or other formats.

SEPTEMBER 23, 2016

- ◆ All sponsor payments are due.
- ◆ Black and white inserts for sponsors should be emailed to Reginald Allen at reginald@kenshilson.com. Please see attached sheet for workbook insert specifications.
- ◆ Pre-printed color workbook inserts must be shipped to 11th Hour, Attn: Dawn Hatch, 6300 Hazeltine National Drive, Suite 100, Orlando, FL 32822, tel. (407) 850-0708, ext.212.

SEPTEMBER 30, 2016

- ◆ Rosen Shingle Creek Resort room discounted rate, \$199/night with no resort fees, expires. Call (866) 996-6338 and use code 'NABD', while supplies last.
- ◆ Submit preliminary sponsor attendee lists to NABD by email to jmoreland@kenshilson.com. Changes can be submitted up to October 25.
- ◆ Booth assignments released to paid sponsors.
- ◆ Last day to cancel Subgroup rooms for sponsors who have reserved 5 or more rooms.

OCTOBER 3, 2016

- ◆ **Platinum Plus** sponsors can coordinate advance move-in by contacting Amy Carver at GES by calling (407) 370 - 4008 or by calling Keith Shilson at (832) 767 - 4759.
- ◆ Final date to register for the new product showcase (see attached).

OCTOBER 10, 2016

- ◆ All speakers' (not panelists) final PowerPoint presentations are due. Email to ken@kenshilson.com.

NOVEMBER 1, 2016

- ◆ Exhibitor move-in begins at 9:00 am unless prior arrangements have been made with Amy Carver at GES.

On behalf of the Buy Here, Pay Here industry, your support and participation in this event is greatly appreciated. We plan to make this conference a great success for your company. We look forward to seeing you in Orlando on November 1-3.

Sincerely,



Kenneth B. Shilson
Conference Chairman



Keith Shilson
Marketing Director

CONFERENCE WORKBOOK INSERT SPECIFICATIONS

All of the NABD conference workbooks are assembled as coil-bound books, and distributed to each attendee.

- ◆ **Size:** Letter size, 8 ½" x 11".
- ◆ **Left margin:** Will be coil bound - 0.4".
- ◆ **Artwork Format:** .jpg or .pdf; emailed to Tinja Anderson at nabdadmin@bhphevents.com.
- ◆ **Black & white inserts** are available at no charge to **Platinum and Platinum Plus** sponsors.
- ◆ **Color inserts** are available with two options:
 - Pre-printed color inserts* should be shipped directly to 11th Hour, Attn: Dawn Hatch, 6300 Hazeltine National Drive, Suite 100, Orlando, FL 32822, tel. (407) 850-0708, ext.212.
 - You may have 11th Hour reproduce your artwork at a discounted rate. Arrangements for this service must be made directly with Dawn Hatch at 11th Hour. Her telephone number is (407) 850-0708, ext.212.

**The estimated quantity for pre-printed inserts is 1,500.*

Deadline for receiving artwork is September 27, 2016