



**Northwestern
Building Products Expo**
January 28-29, 2019
River's Edge Convention Center
St. Cloud, Minnesota

**Iowa
Lumber Convention**
February 26, 2019
Sheraton West Des Moines Hotel
Des Moines, Iowa

**Nebraska Lumber
Dealers Convention**
March 5, 2019
Embassy Suites Conference Center
La Vista/Omaha, Nebraska

ATTENTION DEALERS - EARN A FINDERS FEE!

NLA has created an assortment of ways for lumber yard dealers to WIN cash and prizes at the upcoming 2019 conventions. One of these fantastic options is our brand-new FINDERS FEE!

As you may know, a large portion of the NLA conventions is made up of trade show time. It's the heart of the convention and we rely on our exhibitors to provide the funding to bring you these events. Our aim is to provide you, as dealers, a trade show floor full of bountiful buying options from a variety of vendors. **This year, we're asking for our dealer's help in bringing in new exhibitors – and we're prepared to reward you for it!**

Think about your current line-up of suppliers that you rely on to do business. Do they exhibit at our show(s)? If not, they should! If you can refer a new supplier/exhibitor to us for the 2019 shows, we will give you a **\$100 Finder's Fee!**

What You Need to Know:

1. The new exhibitor must not have been an NLA convention exhibitor within the last two years (2018 or 2019 season). Any returning exhibitors from 2017 or earlier (or never exhibited) will count as a new exhibitor. [Click here for a list of exhibitors who do NOT count as "new" exhibitors.](#)
2. Each dealer may only earn one Finder's Fee (\$100) per exhibitor, regardless of how many booths the exhibitor purchases or how many shows they sign up for. However, you can earn more than \$100 if you refer more than one new exhibitor, so pull out that rolodex!
3. Dealers may refer a supplier that has already been referred (and signed up), however, it must be for a different show. No two dealers can collect a Finder's Fee on the same exhibitor at the same show.
4. To get credit, the new exhibitor must report who recommended them for each show. Make sure to communicate this with your suppliers so that you get credit. If a new exhibitor registers with NLA but never gives a name of who referred them, no Finder's Fee will be awarded.
5. To get registered, all new exhibitors may call or email Jodie Fleck at 763-595-4058 or jfleck@nlassn.org. She will ensure they get the correct paperwork and will record who referred them.
6. Finder's Fees will be paid out after the show(s). If any exhibitor fails to pay in full or show up, the Finder's Fee is then void.
7. NLA reserves the right to terminate this reward program at any time if need arises, based upon available booths.