

2019 NLA CONVENTIONS

SHOW-ONLY SPECIALS



**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

Show-Only Specials are valuable offers from exhibitors that will only be available to dealers onsite at one or more of the 2019 NLA Conventions listed above. This unique opportunity is designed to provide exhibitors with a favorable sales environment in front of a large number of buyers, while giving the buyers/attendees an additional, can't-be-missed incentive to attend the convention!

You as the exhibitor get to decide the Show-Only Special for your company, with the stipulation it's ONLY good for those attending the show(s) listed above.

Some Show-Only Special Options

- Price Discounts
- Freight Discounts
- Special Terms
- Prize Drawings or Giveaways
- Or any other creative idea you have!

Dealers win too! Besides receiving a special at the show, each dealer that completes a purchase on-site will be entered into a 'buyers only' prize drawing to be given away near the end of each show. Exhibitors offering a show-only special will receive special tickets onsite to hand to dealers if a purchase is made. Dealers use these tickets to enter the drawing. Winners need not be present.

NLA does not require details regarding your special – we understand you'd likely want to keep that under wraps until the show. All we need is a simple commitment that you plan to have a show-only special (below) so that we can mark it on the floor plan in the onsite show program(s). Please submit your commitment below by January 15, 2019.

Yes, my company will offer a show-only special at the following shows:

Expo

Iowa

Nebraska

Company _____

Contact Name _____ Phone _____

Email _____ Date _____

Please return this form by January 15th to:
Jodie Fleck, CMP Director of Conventions & Tours
jfleck@nlassn.org (763) 595-4060 Fax



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