

EXHIBITS & EVENTS AT EXPO

WHAT'S HAPPENING ON THE EXHIBIT FLOOR

Monday, January 28th 2:30 pm – 6:30 pm

Tuesday, January 29th 9:30 am – 1:00 pm

EXHIBITS

With over 100 exhibit booths displayed over two days, you'll have plenty to see and do on the exhibit floor. See and touch the products first hand. Speak to professional representatives about what they can offer and how your business can benefit and develop long-lasting partnerships with the best in the industry!

SHOW SPECIALS

This year we're focusing on the buyers and working with our exhibiting companies to offer "**Show Only Specials**". 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! Any dealers making a purchase at the show will not only receive a deal on the product/service, they will also be given a ticket for a special *Buyers Only* drawing held at the end of each day – so come ready to buy! Dealers will receive a ticket for EACH purchase they make. Need NOT be present to win.

"PIT STOP" PRODUCT DEMONSTRATIONS

Also new this year are the "**Pit Stop**" **Product Demonstrations**. A select number of exhibitors will give a 15-minute overview and demonstration of their product or service right at their booth during the two days of exhibit floor hours! NLA staff will emcee this event by making announcements that a pit stop product demo will be starting, selecting a central gathering location for dealers that want to attend, and then guiding the group to the designated booth signed up for the demo. Interested in hearing more about what they have to say? Stay and talk to the exhibitors after the demo is over!

CONTESTS, DRAWINGS, AND FUN

The exhibit floor is not all business - each year, features are added to the show floor that offer attendees something to enhance their business or just simply add some additional fun to their convention experience. Besides the Buyer's Only Show Special Drawing described above, this year's exhibit floor featured fun involves several Contests & Drawings that will get your adrenaline racing, such as:

- Sponsor Game Card Contest (*drawings held end of day Monday and Tuesday – must be present to win*)
- Prize Drawings at Individual Exhibit Booths (*drawings held end of day Monday and Tuesday – must be present to win*)
- Best Booth Contest for Exhibitors (*announced at the Awards Dinner on Monday*)
- NLA Booth Games and Racing-Themed Fun! (*Continuous during entire convention.*)

NETWORKING RECEPTION **Monday, January 28th 5:30 pm – 6:30 pm**

The Networking Reception is a free event held right in the middle of the exhibit floor on Monday evening. It's where business is still in full swing and lumber yard professionals can rub elbows with exhibitors and sponsors in a relaxed atmosphere. Continue doing business or find other common interests to talk about with those around you. Complete with free keg beer, a cash bar, and hors d'oeuvres, this is free event to attend. And remember to listen for contest & prize drawing winners, which will take place during the Networking Reception!

AWARDS MIXER, DINNER, AND ENTERTAINMENT **Monday, January 28th 6:30 pm – 9:30 pm**

Sign up to attend a night of pedal-to-the-metal fun at the Awards Mixer and Dinner - another fun opportunity for dealers, exhibitors, guests and staff to gather together on a winter evening without ever leaving the building. Start with free wine & beer during the Mixer while enjoying camaraderie and fun, a plated dinner while seeing peers receive much deserved awards, followed by a fun variety show immediately following dinner to wrap up the evening. Cost is \$30 per person. Tickets are not available onsite and must be ordered in advance. This is an EXPO ONLY exclusive event!