

2012 New Product Center

141st NRA Annual Meetings & Exhibits
America's Center • St. Louis, Missouri • April 13 – 15, 2012
Phone: 703-267-3782 Fax: 703-267-3810



Select One:

New Product Display at Show.....\$350.00

Both, New Product Display at show and Picture/Description/Link on NRA Website.....\$500.00

New Product Center includes a Display Case, Table Display or a Floor Display. Please choose one.

Display Case- Product will be behind glass so it can be viewed but not touched.

Table Space- Product will sit on a table where it can be handled by attendees.

Floor Display- Product will sit on floor where it can be viewed and touched by attendees.

Company Information:

Company Name: _____

Booth Number: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Product Name _____

Approximate Size: _____

(high) x _____

(wide) Weight: _____

Company website: _____

25 Word Product Description: _____

Credit Card (circle one) AmEx Visa MC Discover Expiration Date _____

Credit Card Number: _____

Please mail checks to: National Rifle Association, NRA Show New Products, Shows and Events Department, 11250 Waples Mill Road, Fairfax, VA 22030. Make checks payable to NRA Annual Meetings.

Do not send products for display at this time. Products are to be brought to the New Product Center by the exhibitor during show move-in hours on April 11 and 12. Display space is set-up in order of arrival. All applications must include a jpeg of company logo and a 25-word description. If company selects New Product Display on NRA website then application must include a jpeg of product as well as jpeg of company logo and 25 word description.

By signing this agreement you agree to the above information and the New Product Center rules and regulations on the reverse side.

Signature _____

Date _____

New Product Center Rules and Regulations

Please read the following rules and regulations for the 2012 New Product Center before submitting applications. If necessary, NRA staff will interpret and enforce all rules and regulations during the show.

1. Eligibility

- a. Entries are limited to companies exhibiting at the NRA Annual Meeting & Exhibits and products being displayed in exhibitor's booth.
- b. Firearm deactivation must meet all eligibility requirements specified on the Exhibit Space Agreement.
- c. All products must be displayed in accordance to NRA display regulations.

2. Limitations

- a. You must be an exhibitor in the NRA Annual Meetings & Exhibits to reserve a space in the New Product Center.
- b. Accompanying literature is limited to 8 1/2"x11" spec sheets only – no sales/promotional literature.
- c. Company personnel are not permitted to promote or sell from the New Product Center.
- d. No electrical outlets will be provided in the New Product Center. If electricity is required it may be ordered through the official electrical contractor.

3. Entry Dimensions

- a. Product must fit in a **13"high x 24"wide x 18"deep** space.
- b. If Product is larger than **13"high x 24"wide x 18"deep** an additional fee may be charged to company.
- c. Floor display space **maximum is 3'wide x 3'long x 8'high.** Floor display space is limited; please advise dimensions needed when applying for New Product Center. If product exceeds the above dimensions, an additional space must be purchased by company.

4. Application Forms

- a. Only entries using the attached application forms will be accepted.
- b. 25-word description, jpeg of company logo and jpeg of product must accompany application form by **April 1, 2012.**
- c. ***Payment in full*** must accompany application form.
- d. Materials for New Product Center displays are not to be sent with application.

5. Fees

- a. **Payment in full must accompany application form.**
- b. Checks should be made payable to NRA Annual Meetings.
- c. ***No refunds*** if reservation is cancelled or disqualified.

6. Product Display

- a. One product only. Each unit in a product line is considered a **separate** entity and will require purchase of a separate space.
- b. Product may be accompanied by an 8 1/2" x 11" spec sheet.
- c. No products may be sold or priced in the New Product Center.
- d. New Product Center will be open for viewing to all attendees, press, and exhibitors at least one hour before the exhibit hall opens and will be closed when exhibit hall closes.
- e. Entries will include a New Product Center Directory listing company name, company logo, product name, website, booth number and 25-word product description.

7. Security

- a. New Product Display security can be requested for an additional fee through the official event security firm. This form can be found in your Exhibitor Manual.
- b. The NRA is not responsible for any losses by exhibitors from theft, damage, fire or any cause other than the NRA's gross negligence or intentional misconduct.

8. On-Site Check-In

- a. Entries must be shipped to the America's Center, labeled New Product Center to **arrive Wednesday - Thursday April 11 - 12.**
- b. Exhibitor must provide personnel to assemble product and place product in selected display area by 1:00pm Thursday, April 12. Display space is set-up in order of arrival.
- c. All labor/shipping costs are the responsibility of exhibiting company.
- d. Each display will be checked and monitored by NRA staff during set-up, show hours and move-out.

9. On-Site Check-Out

- a. Exhibitors need to show license, NRA exhibitor badge or business card in order for product to be released from the New Product Center.
- b. **Products must be picked up between 5pm-7pm on Sunday, April 15, 2012.** Any products not picked up by 7pm will be donated to the NRA Foundation. No products may be picked up before 5pm.

10. Additional Terms and/or Conflict of Terms

- a. The parties to this agreement are also subject to the terms of the Exhibit Space Agreement for the NRA Annual Meetings and Exhibits. At the NRA's discretion and at any time, any terms in that agreement may be selected by NRA to also govern this agreement. In the event of any conflict of terms, the conflict shall be resolved at the NRA's discretion.
- b. If you have any questions or need more information about the New Product Center, please contact Kristen Heggenstaller at 703-267-3782 or kheggenstaller@nrahq.org.

Important Information:

-The deadline for New Product Center applications is **April 1, 2012.**

- Entries must be delivered to the New Product Center Wednesday, April 11 from 1:00 p.m. -5:00pm or Thursday, April 12 8:00am-1:00pm. Products must be on display by Thursday, April 12 by 1:00pm.

- Entries must be picked up on Sunday, April 15 between 5pm-7pm.