



# Welcome to the 141<sup>st</sup> NRA Annual Meeting & Exhibits

The online Exhibitor Manual provided by Brede Exposition Services is the single most important and comprehensive source of information regarding your participation in the show. Please take a few minutes to

## **READ THROUGH EACH SECTION OF THE WEBSITE**

Use the tabs on the left to easily navigate through the different sections of the manual. Every order form has a deadline date. Please pay attention to these dates to take advantage of the lower advance order rates. Also included on this website are display rules and regulations, directory listing and advertising forms, exhibitor badge order form, move-in information, parking map, driving directions and the firearms deactivation policy.

After you have read through each section of the website carefully, please call the Shows & Events Dept. (703) 267-3785 or Brede Exposition Services (301) 937-8600 if you have any questions about your preparation for the show. We look forward to seeing you in St. Louis.

Best regards,

Jeffrey L. Poole  
Show Manager



## General Information

<b>Show Location:</b>	America's Center	701 Convention Plaza Saint Louis, MO 63101
<b>Show Dates/Hours:</b>	Friday, April 13	9:00 a.m. – 6:00 p.m.
	Saturday, April 14	9:00 a.m. – 6:00 p.m.
	Sunday, April 15	10:00 a.m. – 5:00 p.m.
<b>Exhibitor Move-In:</b>	Tuesday, April 10	8:00 a.m. – 1:00 p.m. By Appointment Only
	Tuesday, April 10	1:00 p.m. – 6:00 p.m.
	Wednesday, April 11	8:00 a.m. – 6:00 p.m.
	Thursday, April 12	8:00 a.m. – 6:00 p.m.
<b>POV Move-In:</b>	Thursday, April 12	8:00 a.m. – 2:00 p.m.
<b>Exhibitor Move-Out:</b>	Sunday, April 15	5:00 p.m. – 10:00 p.m.
	Monday, April 16	8:00 a.m. – 5:00 p.m.
<b>Facts &amp; Figures:</b>	Number of Exhibitors	500
	Number of Booths	1600
<b>Booth Space Rates:</b>	Commercial Exhibitors	\$13.25/square foot
	Guides & Outfitters	\$10.25/square foot
	All Exhibitors	\$250.00/corner
<b>Promotion:</b>	TV	<i>American Rifleman</i>
	Billboards	<i>American Hunter</i>
	Radio	<i>America's 1<sup>st</sup> Freedom</i>
	Newspaper	Regional Sporting Publications
	Direct Mail	NRA Websites
	Posters and Flyers	E-mail

141<sup>st</sup> NRA Annual Meetings and Exhibits \* America's Center \* St. Louis, MO \* April 13 – 15, 2012



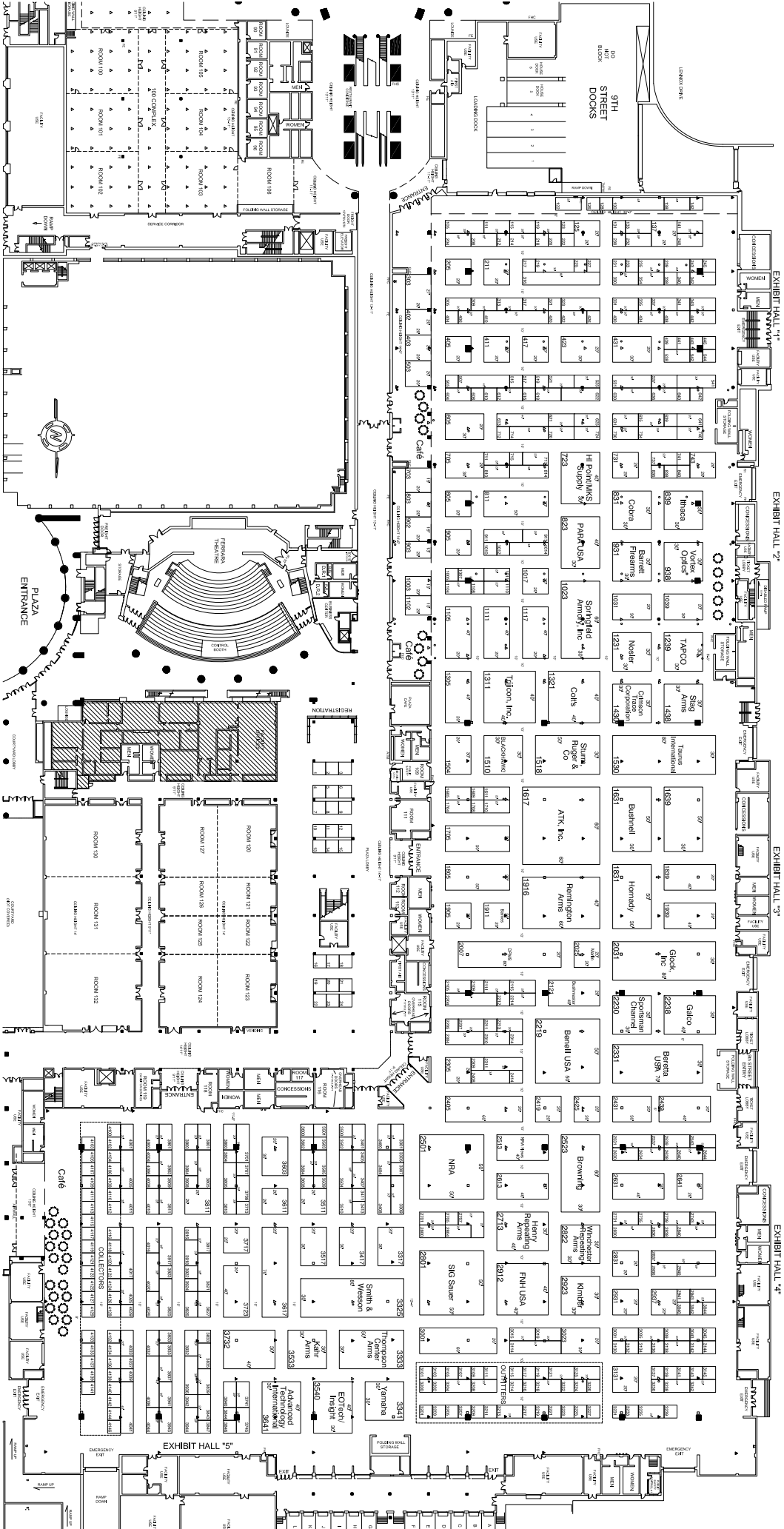
# NRA SHOW 2012

April 13 - 15, 2012

Americas Center Convention Complex

Exhibit Halls 1 - 5

St. Louis, Missouri





## Important Deadlines

<b>Things To Do</b>	<b>Deadline</b>	<b>Completed</b>
<b>Housing</b>	February 6, 2012	
<b>Directory Advertising</b>	February 15, 2012	
<b>Directory Listing</b>	March 2, 2012	
<b>Request to use an Exhibitor Appointed Contractor</b>	March 10, 2012	
<b>Complimentary Passes</b>	March 30, 2012	
<b>Exhibitor Badges</b>	March 30, 2012	
<b>Rental Exhibits, Graphics</b>	March 23, 2012	
<b>Electrical and Utilities</b>	March 30, 2012	
<b>Booth Cleaning</b>	March 30, 2012	
<b>Advance Shipment to Warehouse</b>	March 30, 2012	
<b>AV/Computer</b>	April 3, 2012	
<b>Private Booth Security</b>	April 12, 2012	
<b>Glass Display Case Rental</b>	March 23, 2012	
<b>Booth Furnishings/Carpet</b>	March 23, 2012	
<b>Display Labor</b>	March 23, 2012	
<b>Telephone/Internet</b>	March 30, 2012	
<b>Shipments to Convention Center</b>	Beginning 1pm on April 10th	

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# Key Personnel

The NRA Annual Meetings & Exhibits are owned, produced, and managed by the National Rifle Association of America. Brede Exposition Services has been appointed the official General Contractor for the event. As you prepare for the show, please use this list of key personnel to help you find any answers to questions you may have.

Question About...	Contact	Phone	Fax
Exhibitor appointed Contractors and Display Regulations	Jeff Poole	703-267-3785	703-267-3810
Exhibitor Name Badges, Show Passes, Directory Listings	Angela Orndorff	703-267-3785	703-267-3810
Booth Information and Availability, Sponsorship Information	Kristen Heggenstaller	703-267-3782	703-267-3810
Move-In/Move Out, Freight, Shipping, Furnishings	Brede Exposition Services Tarri Bradley or Thera Larson	888-723-3976 800-753-3976	301-937-6513
Electrical Service/Utilities	Edlen	314-342-5324	314-342-5384
Telephone/Internet Service	Edlen	314-342-5324	314-342-5384
Audio Visual/Computers	Swank AV	314-342-5074	N/A
Booth Security	Jim Garrison	314-342-5149	314-342-5040
Floral	Teasley's Convention Florist	615-876-3695	615-876-9378
Booth Cleaning	Edlen	314-342-5324	314-342-5384
Directory Advertising Opportunities	NRA Productions	703-267-1381	703-267-3800
Press/Public Relations	Andrew Arulanandam	703-267-3820	703-267-3989
Meeting Rooms	Kristen Heggenstaller	703-267-3782	703-267-3810
All Other Questions	Angela Orndorff	703-267-3785	703-267-3810

## Complimentary Passes

Upon request, exhibitors will be provided with one-day complimentary passes to the Exhibit Hall to help promote your participation in the NRA Show. Although admission to the show is free for NRA members, your customers and prospects will appreciate being treated like valued clients. And, in the event that they are not NRA members, it will save them the \$10 registration fee. Take advantage of this opportunity to show how important they are to you. Contact Angela Orndorff at 703-267-3785 or via e-mail at [aorndorff@nrahq.org](mailto:aorndorff@nrahq.org) to request your complimentary passes.

## Firearms Deactivation and Safety Policy

All breech-loading firearms displayed must be deactivated by removal of the firing pin or other alteration so that they may not be fired. Live ammunition, powder or primers may not be brought into the Exhibit Hall. Exceptions may be granted by the NRA for particularly rare firearms or ammunition displayed in locked display cases or otherwise made inaccessible.

Firearms will be inspected on Thursday, April 12 from 4:00 p.m. – 7:00 p.m., and before the Show opens Friday, April 13 from 7:00 a.m. – 9:00 a.m. Inspections may be made earlier on Thursday by appointment. Appointments may be made at the Exhibitor Registration Counter in the lobby. Once a firearm has been certified deactivated, it will be banded through the trigger guard and will be allowed to be displayed. No firearm may be displayed after the Show opens without a band. Firearms deemed to be capable of firing must be removed from the Exhibit Hall immediately.



# Preliminary Schedule of Events

## **Tuesday, April 10**

8:00 a.m. - 1:00 p.m.

1:00 p.m. - 6:00 p.m.

Exhibitor Move-In BY APPOINTMENT ONLY

Exhibitor Move-In

## **Wednesday, April 11**

8:00 a.m. - 6:00 p.m.

Exhibit Move-In

## **Thursday, April 12**

8:00 a.m. - 6:00 p.m.

8:00 a.m. - 2:00 p.m.

2:00 p.m. - 6:00 p.m.

6:00pm

Exhibitor Move-In

POV (Personally Owned Vehicle) Move-In

Member Registration, Member Services, NRA Store, *Pyramyd Air* Air Gun Range, Guns & Gold Showcase

National NRA Foundation Banquet - TICKET REQUIRED

## **Friday, April 13**

8:00 a.m. - 6:00 p.m.

8:00 a.m. - 6:00 p.m.

9:00 a.m. - 6:00 p.m.

11:00 a.m. - 5:00 p.m.

12:00 pm

Member Registration, Member Services & NRA Store

*Pyramyd Air* Air Gun Range

Exhibit Hall

Seminar(s)

NRA Celebration of American Values Leadership Forum-  
TICKET REQUIRED

## **Saturday, April 14**

8:00 a.m. - 6:00 p.m.

8:00 a.m. - 6:00 p.m.

9:00 a.m. - 6:00 p.m.

10:00 a.m.

11:00 a.m. - 5:00 p.m.

5:30 p.m.

7:30 p.m.

Member Registration, Member Services & NRA Store

*Pyramyd Air* Air Gun Range

Exhibit Hall

Annual Meeting of Members

Seminar(s)

Freedom Experience Event Receptions - *TICKET REQUIRED*

Celebration of American Values Freedom Event-  
TICKET REQUIRED

## **Sunday, April 15**

7:00 a.m.

8:00 a.m. - 5:00 p.m.

9:00 a.m. - 5:00 p.m.

10:00 a.m. - 5:00 p.m.

11:00 a.m. - 5:00 p.m.

12:30 p.m.

2012 Prayer Breakfast - *TICKET REQUIRED*

Member Registration, Information, Services & NRA Store

*Pyramyd Air* Air Gun Range

Exhibit Hall

Seminar(s)

Ted Nugent Seminar

## **Monday, April 16**

8:00 a.m.

Move Out

# SHOW DIRECTORY LISTING

## Deadline: March 2, 2012



Your booth space rental for the 2012 NRA Annual Meetings and Exhibits includes a complimentary Directory Listing. Your Directory Listing consists of your company contact information and a 25-word description of the products/services your company will be exhibiting.

New this year, exhibitors are able to enter their Directory Listing information online. The information you provide will not only be printed in the 2012 NRA Show Directory, but can also be viewed by visitors to the show website, [www.nraam.org](http://www.nraam.org). Make sure to complete both the Print Profile (will be printed in the Convention Directory) and Online Profile (will be viewed on Annual Meeting website).

The company contact information we have on file for you is already loaded onto the website and will be displayed when you login. Since this information will be visible to the public, you may choose to replace the existing information with your general company email, phone number, etc. Any changes to your company information made on this page will not affect your company contact information on file with show management.

To access your exhibitor listing, follow these simple steps:

1. To log on to our website go to [www.nraam.org](http://www.nraam.org), click on exhibitor listing, and then exhibitor login.
2. Enter your company password and press Login.

HTML Floor Plan  
Flash Floor Plan  
Exhibitor Search  
Exhibitor List  
**EXHIBITOR LOGIN**  
Exhibitor Console

Please enter your Password.  
NOTE: Passwords are a combination of CAPITAL letters and numbers.

Password:

Sign me in automatically

Login

3. Click "Edit" to update your booth contact information and enter your complimentary 25-word description.

Booth	Exhibitor Name	Edit Booth Info	Press Releases	Products	Show Specials	Manage Video	Preview
2501	National Rifle Association	Edit	Edit	Edit	Edit	Edit	Preview

4. Click "Save" at the bottom of the page.

Brands (Max 200 Characters)

Save

5. Click "Logout" at the top left corner of the page.

Welcome, National Rifle Association!

Logout

HTML Floor Plan

Booths

If you have any questions, please contact Angela Orndorff at 703-267-3785 or [aorndorff@nrahq.org](mailto:aorndorff@nrahq.org).



## Complimentary Passes

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**Deadline for Complimentary Passes  
is March 30, 2012**

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# Complimentary Passes Order Form

Company Name:

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Contact:

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Mailing Address:

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Number of Complimentary Passes (Maximum of 200):

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**Mail to:** National Rifle Association  
Shows and Events  
11250 Waples Mill Rd.  
Fairfax, VA 22030

**Fax to:** 703-267-3810

**E-mail to:** [shows-exhibits@nrahq.org](mailto:shows-exhibits@nrahq.org)

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## Overnight Storage Room

An overnight storage room for exhibitor merchandise will be in room 118 located in front of aisle 3800. You may ship your valuables directly to this room by inserting “Overnight Storage Room” for the booth number when labeling your shipping cartons. This room will be open each day one hour prior to the show opening until one half hour after show opening, and again one hour before the show closes until one half hour after show closing. Only persons with appropriate company identification will be permitted to receive items from the secure room. You are encouraged to take advantage of this free service to help safeguard your valuable display items.



# NATIONAL RIFLE ASSOCIATION


## APRIL 12 – APRIL 15, 2012

### ST. LOUIS, MISSOURI

# HOUSING REGISTRATION

### GUEST INFORMATION

FOR BEST AVAILABILITY, MAKE YOUR RESERVATION VIA INTERNET ([www.nraam.org](http://www.nraam.org)) OR BY PHONE 877-776-7614 OR BY FAX 704-927-1439, By March 20, 2012

<b>Arrival Date</b>		<b>Departure Date</b>	
<b>Contact Name:</b>			
<b>E-mail Address:</b>			
<b>Daytime Phone:</b>		<b>Fax:</b>	
<b>Company</b>			
<b>Address</b>			
<b>City, State, Zip Code</b>			
<i>List all room occupants, including yourself, if applicable ( maximum 4 guests per room)</i>			
<b>Smoking Yes</b> _____ <b>No</b> _____		 _____ <b>Handicap Accessible Guest Room</b>	

### DEPOSIT INFORMATION

All reservation requests must be accompanied by a deposit in the amount of one night's stay plus tax. Housing Forms received without a credit card number will not be processed. Faxed requests **must** include a valid credit card. Credit card deposits may be processed on or after March 22, 2012

<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amer. Express <input type="checkbox"/> Discover			
<b>Card Number:</b>		<b>Expiration Date:</b>	
<b>Name of Card (print)</b>			
<b>Cardholder's Signature</b>			
<input type="checkbox"/> OR a Check deposit enclosed in the amount of one night's deposit plus tax, made payable to "NRA Housing Bureau." Housing forms w/ check deposits may be mailed to NRA Housing Bureau, c/o ConferenceDirect, 5600 Seventy Seven Center Drive, Suite 240 Charlotte NC 28217.			

### CONTACT NRA HOUSING

For best availability and immediate confirmation, make your reservation via the Internet.

**INTERNET:** Visit the NRA website at [www.nraam.org](http://www.nraam.org).

**FAX:** Only fully completed forms will be accepted by fax at 704-927-1439. Use one form per room request. Make copies as needed.

**PHONE:** Call the NRA Housing Bureau, 8:30am-5:30pm EST, Monday-Friday at 877-776-7614.

**EMAIL:** We prefer and encourage e-mailing questions, cancellations or changes to your reservation to [nra@conferencedirect.com](mailto:nra@conferencedirect.com)

All changes to housing reservations must be made via e-mail or phone.

### ACKNOWLEDGEMENTS

The NRA Housing Bureau will send you an acknowledgement of your reservation. Please review all information for accuracy. E-mail confirmations will be sent within 24 hours of reservation being processed. If you do not receive your acknowledgement in this time frame, contact the NRA Housing Bureau. You will not receive a confirmation from the hotel.

### ROOM RATES/TAXES/TYPES

To take advantage of the special conference rates for NRA 2012, book your reservation **by March 20, 2012**. After that date, the NRA Housing Bureau will still assist you in finding a room; however hotels may charge higher rates. All rates are per room and are subject to 14%\*(subject to change without notice) tax. Special requests cannot be guaranteed, however hotels will do their best to honor all requests. Hotels will assign specific room types upon check-in, based on availability.

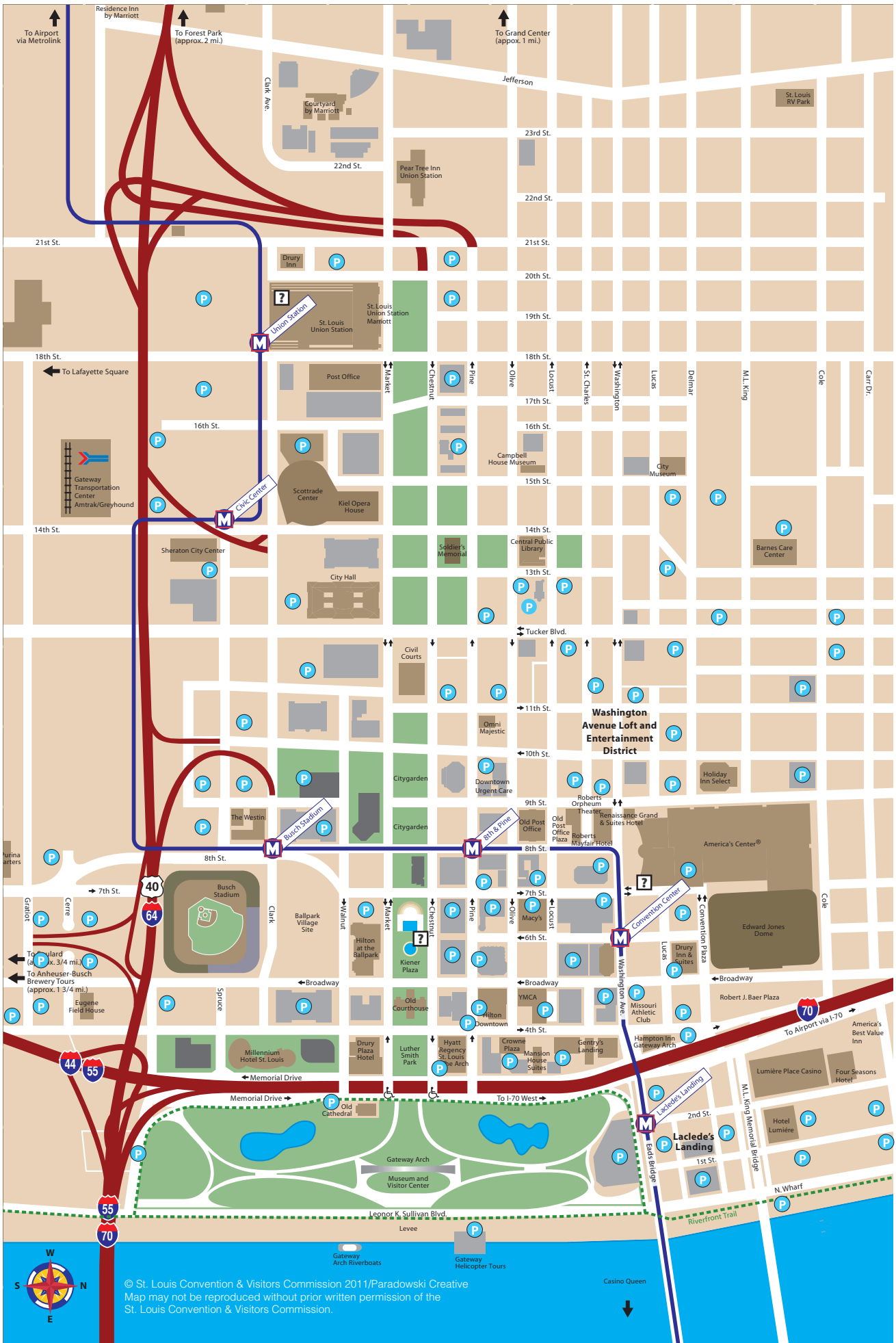
### DEPOSITS

A deposit of one night's stay is required with each reservation request. Payment by credit card is preferred. **You may see this charge as early as March 22, 2012 on your credit card. Cancellations must be received at least 72 hours prior to arrival directly with the hotel for deposit to be refundable.**

### CHANGES, CANCELS, REFUNDS

**Cancellations must be received at least 72 hours prior to arrival directly with the hotel for deposit to be refundable. Continue to use the NRA Housing Bureau for all changes and cancellations up until April 1, 2012 by calling 877-776-7614, faxing to 704-927-1439 or by e-mailing [nra@conferencedirect.com](mailto:nra@conferencedirect.com)**

Please, do not contact the hotels directly until after April 3, 2012 as they cannot reference your reservation info until after that date.



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 St. Louis Convention & Visitors Commission.



# EXHIBITOR NAME BADGES

## Deadline: March 30, 2012

Please list the names of the individuals authorized to staff your company's display. Individual badges will be printed only under the company name you provide and will be mailed to each exhibiting company prior to the show. Additional badges may be obtained on-site at the Exhibitor Registration counter. However, we encourage you to complete and return this form in advance to minimize lengthy lines on site. Badges must be worn at all times during move in/move out hours. (Exhibitors are permitted on the Show floor two hours prior to Show opening.)

**Please type or print name legibly:**

**Company Name:** \_\_\_\_\_

**Authorized Staff:**

- |           |           |
|-----------|-----------|
| 1. _____  | 11. _____ |
| 2. _____  | 12. _____ |
| 3. _____  | 13. _____ |
| 4. _____  | 14. _____ |
| 5. _____  | 15. _____ |
| 6. _____  | 16. _____ |
| 7. _____  | 17. _____ |
| 8. _____  | 18. _____ |
| 9. _____  | 19. _____ |
| 10. _____ | 20. _____ |

**Badges should be mailed to:**

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**Return this form no later than March 30, 2012to:**

NRA Shows & Events  
11250 Waples Mill Road  
Fairfax, VA 22030  
Fax: (703) 267-3810  
E-mail: shows-exhibits@nrahq.org

# National Rifle Association

141st NRA Annual Meetings & Exhibits

April 13-15, 2012

St. Louis, MO

## Save up to \$25

Save \$5 a day, up to \$25 off your rentals one week before through one week after designated Meeting or Convention dates.

Include **PC# 144771 & CDP# 166609** on your reservation.

Reserve online at [www.hertz.com/nra](http://www.hertz.com/nra) or call

1-800-654-2240 in the U.S.

1-800-263-0600 in Canada

1-416-620-6920 in Toronto

Advance reservations required. Modifying your reservation may result in a change in rate and/or invalidate this offer. Subject to availability, this offer is redeemable at participating Hertz locations in the U.S., Canada and Puerto Rico. This offer has no cash value, may not be used with Pre-Pay Rates, Tour Rates or Insurance Replacement Rates and cannot be combined with any other certificate, voucher, offer or promotion. Hertz age, driver, credit and qualifying rate restrictions for the renting location apply. Taxes, tax reimbursement, age differential charges, fees and optional service charges, such as refueling, are not included. Discounts apply to time and mileage charges only. Discounts in local currency on redemption. Offer valid for vehicle pickup one week before through one week after the meeting date and does not apply to any meetings starting January 1, 2013. Must present membership card at time of rental.