

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.



Sponsorship Opportunities

Official 2012 Annual Meeting Sponsorship Opportunities and Rates:

Below is a list of value-packed sponsorship opportunities for the 2012 NRA Show that will help you reach our 70,000+ attendees. Some of these sponsorships are no longer available, but many great opportunities are still available if you act fast. Please contact us to discuss your unique objectives and let's get creative to develop a sponsorship that will help you achieve them.

<input type="checkbox"/> Celebration of American Values Freedom Experience Presenting Sponsor	SOLD
<input type="checkbox"/> Celebration of American Values Freedom Experience Non-Exclusive Sponsorship (limit 2 companies)	\$50,000
<input type="checkbox"/> Celebration of American Values Leadership Forum Presenting Sponsor	SOLD
<input type="checkbox"/> Celebration of American Values Leadership Forum Non-Exclusive Sponsorship (limit 2 companies)	\$50,000
<input type="checkbox"/> Air Gun Range – Exclusive Sponsorship	SOLD
<input type="checkbox"/> NRA News – Sponsorship (limit 3 companies)	
1 NRA News Sponsorship	SOLD
2 NRA News Sponsorship	\$8,000
3 NRA News Sponsorship	\$8,000
<input type="checkbox"/> Gold Sponsor – Sponsorship (2 available)	\$50,000
<input type="checkbox"/> Silver Sponsor – Sponsorship (1 available)	\$40,000
<input type="checkbox"/> Bronze Sponsor – Sponsorship (1 available)	\$30,000
<input type="checkbox"/> Show Bags -- Exclusive Sponsorship	\$12,000
<input type="checkbox"/> Badge Holders -- Exclusive Sponsorship	SOLD
<input type="checkbox"/> National Foundation Banquet	
Non-Exclusive Sponsorship	SOLD
<input type="checkbox"/> Inflatables – Non-Exclusive Sponsorship	\$3,500
<input type="checkbox"/> NRA Store – Exclusive Sponsorship	\$20,000
<input type="checkbox"/> Prayer Breakfast – Sponsorship	
1 Prayer Breakfast Sponsorship	SOLD
2 Prayer Breakfast Sponsorship	CALL FOR PRICING
3 Prayer Breakfast Sponsorship	CALL FOR PRICING
<input type="checkbox"/> Seminar Series – Exclusive Sponsorship	SOLD
<input type="checkbox"/> Directory Bins – Exclusive Sponsorship	\$5,000
<input type="checkbox"/> New Product Center	
Non-Exclusive Sponsorship	\$7,500
Exclusive Sponsorship	\$12,000
<input type="checkbox"/> Show Bag Insert – Non-Exclusive Sponsorship	\$2,000
<input type="checkbox"/> Food Court – Exclusive Sponsorship	\$12,000

Interior & Exterior Banners

Banners increase exhibitors' visibility in the high traffic areas where attendees move about throughout the weekend. Receive instant brand and company recognition by having your banner seen repeatedly by all 70,000+ attendees. For more information about banner sizes, locations and pricing please call Kristen Heggenstaller (kheggenstaller@nrahq.org) at 703-267-3782.

For more information about becoming an NRA Annual Meeting Sponsor in 2012, please contact Kristen Heggenstaller at 703-267-3782.



National Rifle Association of America
 11250 Waples Mill Road, Fairfax, VA 22030-9400
 703-267-1315/703-267-1317
advertising@nrahq.org

2012 Exhibitors' Guide Insertion Order

Date: _____

Sales Rep: _____

The 2012 NRA Annual Meetings & Exhibits will host an estimated 70,000 attendees at the America's Center in St. Louis, MO. The Exhibitors' Guide will be given to all attendees to help them navigate through the more than 450 exhibits and the various sessions.

As an exhibitor you will automatically be listed in the guide. You can further enhance your listing by purchasing display advertising space. 4-color page and half-page spaces are available.

This guide will be retained by NRA members and attendees as both a reference and a souvenir of the 2012 NRA Annual Meetings & Exhibits. Ensure your added exposure with your ad.

Advertiser

Company:

Address:

City/State/Zip:

Phone/Fax:

Email:

Contact Name:

Agency

Company:

Address:

City/State/Zip:

Phone/Fax:

Email:

Contact Name:

Bill to: Advertiser Agency

*NO AGENCY COMMISSION AND/OR CASH DISCOUNTS ALLOWED

Payment Method: Check Credit Card Credit App on File

CC #: _____ Expire Date: _____ Holder's Name: _____

Billing Address: _____

Size (4-color only)	Net Amount*
<input type="radio"/> 2 Page Spread**	\$4,535.00
<input type="radio"/> Full Page**	\$2,275.00
<input type="radio"/> 1/2 Page Vertical	\$1,540.00
<input type="radio"/> 1/2 Page Horizontal	\$1,540.00
<input type="checkbox"/> Video	\$750.00
<input type="checkbox"/> Map Logo***	\$300.00

**Qualifies for Video Add-on.

***Qualifies with any ad purchased.

Material Deadline: February 15, 2012

Email materials to: production@nrahq.org
 (5mb limit).

Call 703-267-1373 or 703-267-1381 for ftp
 information.

Materials to come by: _____

No Coupon ads accepted.

The rights and obligations of the parties and all interpretation and performance of these services shall be governed in all respects by the laws of the Commonwealth of Virginia, and any action arising under or related to these services shall be brought only in a court of competent jurisdiction situated in the County of Fairfax, Commonwealth of Virginia, and the parties hereby submit and consent to the exercise of personal jurisdiction over them by such courts for the purpose on any such action. NRA may, in its sole discretion, terminate this order, for or without cause, immediately, upon written notice to advertiser.

Authorized By:

Print