



**NNAF 135th Annual Convention & Trade Show**  
Hyatt Regency Jacksonville Riverfront | Sept. 30-Oct. 2 | Jacksonville, FL

*We're looking forward to seeing you at the NNAF Convention in Jacksonville! Here are some important details to help with planning and a few things we need from you as soon as possible.*

**PLAN YOUR PARTICIPATION**

**[General Rules & Regulations](#)**

**Hotel**

If you have not yet booked your hotel you can do so online at [hotel.nnafoundation.org](http://hotel.nnafoundation.org) or by calling (904) 588-1234. Cutoff for our block rate is Wednesday, Sept. 1, but rooms may sell out sooner. NNA rate starts at \$159 plus tax. *Important Note: Do not book your hotel through any outside company that may contact you (even if they claim they are with NNA - they are not).*

**Decor**

*(Check back soon for a link to place your order for drayage, labor and furniture rentals)*  
Note that your booth automatically includes a standard six foot table, two chairs and a wastebasket, and the trade show area is carpeted.

**Convention Program**

All exhibitors will receive a listing in the Convention Program based on the information you provided when you registered. You may also purchase an ad. If you are including an ad in the Convention Program, materials are due by Friday, Aug. 6. Please send to [carrie@plan4growth.com](mailto:carrie@plan4growth.com).

Half page	\$175*	3.75"w x 4"h
Full page	\$300*	3.75"w x 8"h

\* Add \$100 for full color ads.

**Shipping Trade Show Materials**

Shipping for all Trade Show materials will be coordinated through Gilbert Exposition Management Services (GEMS). Please check back for additional information and watch for an email with further instructions.

## Registration Bags

[Convention Sponsors](#) may include a promotional item or information in the registration bags. Registration bag materials must arrive by Friday, Sept. 17 to guarantee insertion into the bags. Please notify Carrie Ybarra at [carrie@plan4growth.com](mailto:carrie@plan4growth.com) if you plan to send something.

NNAF members receive discounted shipping through UPS. You can sign up by calling 1-800-MEMBERS or go to [www.savewithups.com/nna](http://www.savewithups.com/nna) to enroll.

Boxes should be addressed to: Lynne Lance, 220 Stanley Ave., Pensacola, FL 32503

## Registration List

The registration list, including email addresses, will be sent to you two weeks prior to the Convention for you to use in pre-Convention outreach. You will receive the final list of attendees following the Convention for marketing follow-up.

## Traffic Incentive Game

We will be helping drive traffic to your booth by promoting draw prizes. Attendees will be encouraged to visit your booth to drop off their business card in a basket at your booth. NNA will provide some draw prizes and you can also provide your own. Contact [carrie@plan4growth.com](mailto:carrie@plan4growth.com) by Friday, Aug. 6 to let us know if you would like to donate a draw prize. You will receive recognition as the donor of the prize and winners will have their photo taken at your booth.

## AT THE CONVENTION

### Trade Show & Social Schedule

#### Thursday, September 30, 2021

<b>8 a.m.–1 p.m.</b>	<b>Move In</b>
<b>1–6 p.m.</b>	<b>Exhibit Hall Open</b>
<b>1–3 p.m.</b>	<b>Ice Cream Social in the Exhibit Hall</b>
<b>3–4:30 p.m.</b>	<b>Solutions Start Here!</b>
<b>4:30–6 p.m.</b>	<b>Trade Show Grand Opening</b>
<b>6:30–10 p.m.</b>	<b>Extravaganza</b>

#### Friday, Oct. 1

<b>8–9:30 a.m.</b>	<b>Opening Breakfast, Flag Ceremony &amp; Keynote Speaker</b>
<b>9:30 a.m.–3:05 p.m.</b>	<b>Exhibit Hall Open</b>
<b>9:45–10:30 a.m.</b>	<b>Session</b>
<b>10:30–11 a.m.</b>	<b>Break in Exhibit Hall</b>
<b>11 a.m.–12 p.m.</b>	<b>Flash Sessions</b>
<b>12–1:30 p.m.</b>	<b>Lunch with Exhibitors</b>
<b>1:30–2:35 p.m.</b>	<b>Flash Sessions</b>
<b>2:35–3:05 p.m.</b>	<b>Break in Exhibit Hall</b>
<b>3:30–5 p.m.</b>	<b>Move Out</b>
<b>3:45–5 p.m.</b>	<b>Great Idea Exchange</b>
<b>6–7:30 p.m.</b>	<b>Social Event</b>

**Solutions Start Here!**

A highlight of the trade show is the popular Solutions Start Here! Session from 3 to 4:30 p.m. on Thursday, Sept. 30. This is your chance to shine a spotlight on the valuable services you provide. [Find guidelines and submit your application form](#) by Friday, Aug. 13.

#### **Thursday Afternoon Ice Cream Social in Exhibit Hall**

The trade show area is open from 1 to 3 p.m. on Thursday afternoon to anyone you would like to invite. If you have local customers or prospects, they may visit you in the exhibit hall by dropping off their business card at the door.

#### **Pre- and Post-Convention Advertising**

If you wish to promote your services in Publishers' Auxiliary (our monthly member newspaper) leading up to and following the Convention, remember these dates:

- September Pre-Show Issue - Deadline Aug. 24
- October Issue - Deadline Sept. 21
- November Convention & Trade Show Wrap Up Issue - Deadline Oct. 19
- December Issue - Deadline Nov. 16