



EXHIBITOR MEMO #3

NEW PRODUCTS & SERVICES MARKETING

If you have a new product or service, we want to hear about it! **Every week NASF sends a News Bulletin to its members.** Starting in January we will offer a special section highlighting SUR/FIN exhibitors and their new products and services. In addition, a special bulletin will be sent to non-member contacts in the NASF database. **The total number of contacts exceeds 8000!**

All information that we collect will be included in the following:

- The Technical Conference Program which is mailed to approximately 8,000 people
- The Official Show Directory
- The SUR/FIN Website Attendee Page

EXHIBITOR PRESENTATION ROOM

NASF strives to provide you with as many opportunities as possible to promote your company's participation in SUR/FIN. Although SUR/FIN's Technical Conference allows exhibitors to give presentations, they may **ONLY** be given in a non-commercial format.

The Exhibitor Presentation Room may be utilized by exhibitors to give an in-depth, proprietary presentation in a more private setting. You can use this opportunity to use your complimentary exhibitor invitations to not only invite your customers and prospects to the show floor, but to your special presentation as well.

And, because of changes to the Show Schedule, you now have more time to meet with your customers and prospects away from the Show Floor! You may reserve an Exhibitor Presentation Room on Monday, Tuesday and/or Wednesday. Keep in mind that the exhibit hall closes on Wednesday from 2 – 5 PM and opens at again at 5 PM for a Key Note Speaker on the show floor. This is an ideal time to give your customers and prospects a bit of special attention.

The reservation cost includes room rental, audio visual equipment as well a special listing in the Official Show Directory and on the SUR/FIN website.

Full Day Reservation	\$1,000 (per day)
Morning Reservation (9 AM – Noon)	\$500 (per day)
Afternoon Reservation (1 PM – 4 pm)	\$500 (per day)
2 Hour Reservation	\$350 (per day)