

2012 NASMM

Turn up the heat

exhibitor prospectus

National Association of Senior Move Managers
2012 Annual Conference & Expo
January 12-15
Hyatt Regency • Austin, TX



You Should Be Here!

THE MOST IMPORTANT CONFERENCE FOR SENIOR MOVE MANAGERS!

Changing consumer demands and demographics are accelerating the booming senior move management industry. Now, more than ever, senior move managers are looking for ways to distinguish themselves from their competitors and attract this new age of consumers. NASMM's 2012 Annual Conference is designed to bring the leading providers of senior move management together to learn new strategies, develop new ways of doing business, explore new resources, and establish business partnerships.

YOU SHOULD BE A PART OF THIS EVENT!

This conference is the single most important educational event to meet senior move managers' needs, and your participation in this event will help solidify your position as a necessary and trusted resource. New senior move management companies are starting all throughout North America - NASMM's membership has grown to over 650 members in the past two years!

Whether they are seasoned move managers or new to the industry, our conference attendees are looking for NASMM to provide them with the resources and critical information they need to ensure their success in an era of new business opportunities, expanding competition and changing consumer preferences. This event is the perfect opportunity for you to increase your company's exposure and introduce new products that cater to an evolving older adult population.

WE'VE INCLUDED JUST ABOUT EVERYTHING!

Participation in NASMM's 2012 Annual Conference provides you with two full days of exposure to over 350 top decision makers within the NASMM membership.

Exhibitors at NASMM's 2012 Annual Conference receive:

- 8' x 10' booth
- One identification sign
- Two chairs and one 6'x30" display table
- **8.5 hours of dedicated exhibit time!**
- **Two full conference registrations** per booth space - includes breakfast and lunch each day and access to all convention educational sessions, networking and social events
- Complimentary access to pre-publicity show mailing list available to exhibitors only
- Complimentary pre-show publicity in NASMM's pre-convention marketing
- Complimentary promotional listing in the official final program
- Complimentary use of the NASMM event logo in marketing materials
- Electronic list of attendees e-mailed to you after the show for follow-up purposes

DON'T MISS OUT - ONLY 27 BOOTHS AVAILABLE!

Plan to participate in NASMM's 2012 Annual Conference. Last year's conference attracted 350 decision makers. As NASMM's membership continues to grow at an unprecedented pace, we expect this year's conference to be our largest ever! Don't miss your opportunity to be a part of this important event.

SCHEDULE • JANUARY 12- 15, 2012

THURSDAY, JANUARY 12

12:00 pm - 4:00 pm

Exhibitor Set Up

5:30 pm - 7:30 pm

Welcome Reception in Exhibit Hall

FRIDAY, JANUARY 13

7:00 am - 5:00 pm

Registration Open

7:30 am - 8:30 am

Breakfast with Attendees

8:30 am - 10:00 am

Thought Leader General Session

10:00 am - 10:30 am

Exhibit Hall Open

10:30 am - 12:00 pm

Concurrent Educational Sessions

12:00 pm - 1:00 pm

Luncheon with Attendees

1:00 pm - 2:30 pm

Concurrent Educational Sessions

2:30 pm - 3:00 pm

Exhibit Hall Open

3:00 pm - 4:15 pm

Concurrent Educational Sessions

4:15 pm - 4:30 pm

Break

4:30 pm - 5:30 pm

Concurrent Educational Sessions

5:30 pm - 7:00 pm

President's Reception in Exhibit Hall

SATURDAY, JANUARY 14

7:00 am - 5:00 pm

Registration Open

7:00 am - 8:30 am

Continental Breakfast in Exhibit Hall

8:30 am - 10:00 am

Thought Leader General Session

10:00 am - 10:30 am

Exhibit Hall Open

10:30 am - 12:00 pm

Concurrent Educational Sessions

12:00 pm - 1:30 pm

Luncheon in Exhibit Hall

1:00 pm - 2:00 pm

Concurrent Educational Sessions

2:30 pm - 3:00 pm

Exhibit Hall Open

3:00 pm

Exhibitor Tear Down

3:00 pm - 4:00 pm

Concurrent Educational Sessions

4:00 pm - 4:15 pm

Break

4:15 pm - 5:15 pm

Concurrent Educational Sessions

5:00 pm

Evening Free to Entertain Clients

8:30 pm - 10:30 pm

Afterglow City Scape Reception

SUNDAY, JANUARY 15

8:30 am - 9:30 am

Breakfast with Attendees/Annual Membership Meeting

9:30 am - 10:30 am

Concurrent Education Sessions

10:45 am - 12:00 pm

Thought Leader General Session

Total Dedicated Exhibit Time:

8.5 hours

Total Networking Time:

5.5 hours

Total Industry Education Time:

15.0 hours

Total Time with NASMM Attendees:

29.0 + hours!

LOCATION

Hyatt Regency

208 Barton Springs Road
Austin, TX 78704
512-477-1234



HOTEL ACCOMMODATIONS

Hyatt Regency

208 Barton Springs
Austin, Texas, USA 78704

Room Rate: \$139 single or double occupancy.

Contact the resort directly at 512-477-1234. Make sure to indicate that you are with the National Association of Senior Move Managers 2012 Annual Conference.

FEES

NASMM Industry Partner

Early Bird Rate \$1500 (register by 10/31/11)

Regular Rate: \$1750 (after 10/31/11)

Non-Partner \$2500

Exposure space is limited to 27 vendors and will be assigned on a first-come, first-served basis. NASMM has the right to refuse participation of any vendor. To register, complete the enclosed registration form and mail with full payment to NASMM 2012 Annual Conference, PO Box 209, Hinsdale, IL 60522. You may fax your registration form with a valid VISA, MasterCard or Discover credit card number to 630.230.3594.

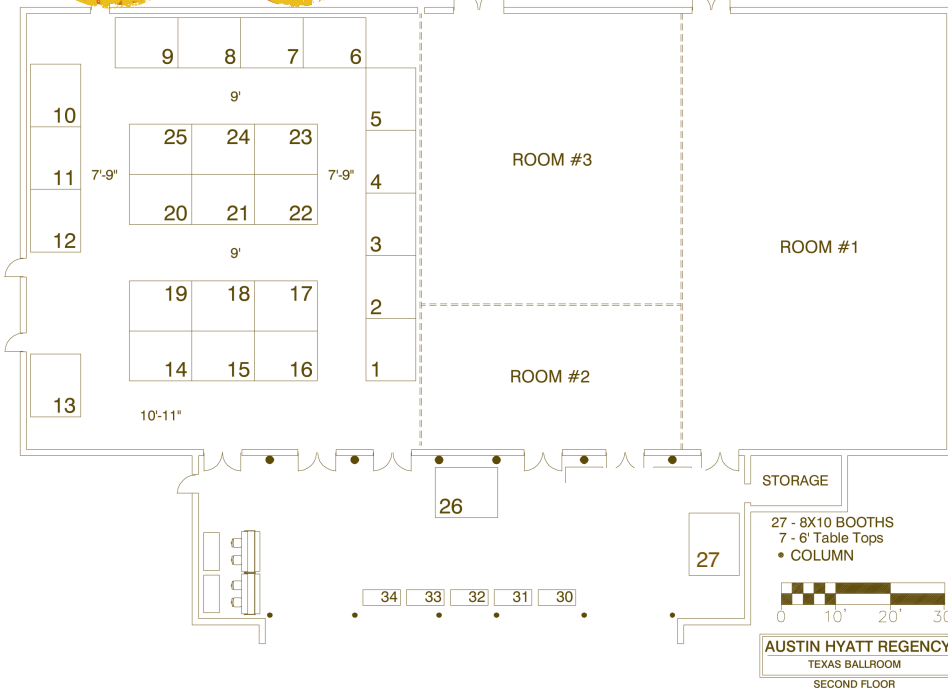
CANCELLATION POLICY

Requests for cancellations must be made in writing. In order to receive a refund of your exposure fee, a written request must be received in the NASMM office by Friday, December 2, 2011. Confirmed exposure spaces are not transferable and a charge of 50% will be made for any space cancellations received prior to December 2, 2011. Cancellation after December 2 or failure to participate will result in the forfeiture of the entire fee.

QUESTIONS?

Contact Jennifer Pickett at 877.606.2766 or by email at jennifer@nasmm.org.

space is limited - reserve today!



NASMM Annual Convention

January 12-14, 2012

Hyatt Town Lake, Austin, TX

Revision Date:
7/5/2011 FDL

Job Number: JOB NUMBER
Acct. Exec: BRIAN CATE
File Name: NASMM0112.DWG
File Path: F:\Shows\Shows_2012\01-Jan\NASMM
Annual Convention\Floor
Plans\NASMM0112.dwg

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NASMM 2012 Annual Conference - Exhibit Contract



PLEASE COMPLETE BOTH SIDES OF THIS CONTRACT

CORRESPONDENCE ADDRESS/CONTACT

Please type or print clearly. (All correspondence before and after the event will be sent to this person.)

Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

LIST COMPANY INFORMATION AS IT SHOULD READ IN PROMOTIONAL MATERIAL

(Attendees use this information to contact representatives in their areas.)

Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

URL: _____

DESCRIPTION OF PRODUCT OR SERVICE

Please provide a description (Maximum 75 Words) of the products and services your company provides. If no description is provided, only your company's name, address and phone number will be listed. It is your responsibility to provide us with this updated information, even if you have participated in previous years. If your description is longer than 75 words, NASMM will edit copy.

NASMM 2012 Annual Conference

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REPRESENTATIVES

Two representatives are included in the cost of your exhibit fee. There is not a reduced rate if you are only bringing one representative.

Name	Title
1. _____	_____
2. _____	_____

Additional representative badges may be purchased for \$349 each.

Name	Title
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

FEES

NASMM Industry Partners Members (per booth): **Early Bird Rate (register by 10/31/10) \$1500** **After 10/31/2011 - \$1750**
Non Partners: \$1800 per booth

\$ _____ Booth Rental
\$ _____ Additional Representatives (\$349 per person)
\$ _____ TOTAL ENCLOSED

Please make checks payable to the NASMM and send to:
NASMM 2012 Annual Conference • PO Box 209
Hinsdale, IL 60522
877.606.2766 phone • 630.230.3594 fax

Please charge my: VISA MasterCard Discover

Card Number: _____

Expires: _____

Signature: _____

Credit Card Billing Address: _____

AGREEMENT

This company herein authorizes the National Association of Senior Move Managers to reserve exposure space in their 2012 Annual Conference to be held January 12-15, 2012 at the Hyatt Regency, Austin, TX. It is understood that all displays are subject to approval by NASMM's Director of Meeting Services and that all personnel must adhere to the rules and regulations set forth by NASMM and the Hyatt Regency, Austin, TX. NASMM has the right to refuse participation of any exhibiting company. Signature on this application indicates agreement with all provisions listed herein.

Signature of person completing the application

Date