



**2021 NALA Conference & Expo
July 22-24, 2021
Louisville Marriott Downtown
Louisville, Kentucky**

Affiliate Showcase Information & Schedule

The Affiliate Showcase will be offered Thursday, July 22, 2021, from 6:30 p.m. – 7:30 p.m. Don't miss this opportunity to see what other NALA Affiliated Associations around the nation are doing to promote the profession and grow their organization. The displays are staffed by affiliate association members who are eager to answer questions and offer suggestions. This also provides an opportunity to meet members of other affiliated associations on the first night of conference.

Information on the schedule and guidelines for the exhibits are listed below. The registration form is included at the end for your convenience in advising NALA of your interest in reserving a table. Registration forms will be accepted through **May 1, 2021**, on a space available basis. Forms may be emailed to dyoung@nala.org.

We look forward to seeing you there!

Please be sure to provide this information to the people who will actually be on-site and responsible for your association's exhibit at the conference.

- There is no charge to participants for this exhibition, but NALA does pay for the space and use of the tables.
- **Setup time** for affiliated associations exhibitors is from 6:00 – 6:30 p.m. Thursday, July 22, 2021.
- The Affiliate Showcase officially opens at 6:30 p.m. and closes at 7:30 p.m. on Thursday, July 22, 2021.
- All exhibits must be taken down after the close of the reception on Thursday, July 22, 2021. The cleanup crew will assume anything left on the tables is to be discarded.
- Affiliate exhibits will be arranged **two per six-foot table**. Table cards will identify, byname,

where each affiliate should set up. It is crucial that displays, signs, handout material, and other components of each exhibit fit in the allotted half-table space.

- Be sure to bring the necessary tools and materials (tape, thumbtacks, pins, etc.) to set up the exhibit, and to repackage the exhibit for transportation or parcel posting after the show closes.
- At least one association representative should be on hand when the exhibition opens at 6:30 p.m. to meet attendees, exchange information, and answer questions.
- Associations may take orders for items available for sale through the association, but because of sales tax restrictions and security issues, selling items directly from the booth is prohibited.
- Affiliated Associations are asked to consider a contribution to a charity selected by the NALA, in lieu of providing door prizes at the annual meeting. Donations are strictly voluntary and are not required from any association. The charity will be selected and announced at a later date.
- Feel free to bring a camera to document your own exhibit and to capture ideas from other exhibitors.
- Bring plenty of business cards and information sheets or brochures to share with attendees.
- **Conference Schedule:** The conference schedule of events will be available online soon!
- **Security:** The exhibit location is an open area—**it is not secure**. Do not leave anything of value (laptop computers, office machines, or giveaway items you want to save) on the tables unattended.



**2021 CONFERENCE AND
EXPO AFFILIATE SHOWCASE
REGISTRATION FORM
THURSDAY, JULY 22, 2021**

TO: Deanna Young (dyoung@nala.org)

The 2021 NALA Conference and Expo will be held July 22-24, 2021, at the Louisville Marriott Downtown in Louisville, Kentucky. NALA Affiliated Associations will have an opportunity to exhibit Thursday, July 22, 2021, from 6:30 p.m. – 7:30 p.m.

To take part in this exhibition, you must notify Deanna Young by May 1, 2021, that you plan to participate so that NALA may make appropriate space arrangements.

Name of Affiliate:

Contact Person:

Phone: _____ **E-mail:** _____

Contact Persons – On-Site:
