



THE NBM SHOW

2020 TRAINING IN THE HALL

• TRAINING STOP • HANDS ON • \$1,500 EACH

TRAINING STOP*

Training Stop sessions bring the classroom into your booth! Each day you present brief training sessions to buyers, each 15-30 minutes in length.

**Exhibitor must have minimum of 400 sq. ft. to participate*

OUR PART:

- Complimentary additional 100' of booth space to present your sessions (for total minimum of 400 sq. ft.)
- Pre-show email message listing each participating exhibitor
- Ad campaign promoting the Training Stop program and participants, in *A&E*, *Printwear* and *Sign & Digital Graphics* magazines
- Editorial coverage in publication newsletters
- Highlighted section in Show Preview, Show Planner, Show Directory and online
- Training Stop logo in your Show Directory listing
- Floor graphics at your booth identifying your company as a participant
- On-site signage dedicated to Training in the Hall

YOUR PART:

- At least three sessions per day on a topic of your choosing (same topic can be repeated)
- Must leave space in the booth for buyers to gather (approx. 100 sq. ft.)
- If desired, you will provide or order chairs/stools
- Topics must be submitted by deadline to be included in promotions
- Promote your Training Stop to existing customers and prospects—nothing attracts a crowd like a crowd!

HANDS ON

Welcome buyers into your space to get their HANDS ON your equipment—to experience, experiment and test out your equipment and technology as you guide them through the process.

OUR PART:

- Pre-show email message listing each participating exhibitor
- Ad campaign promoting the HANDS ON program and participants, in *A&E*, *Printwear* and *Sign & Digital Graphics* magazines
- Editorial coverage in publication newsletters
- Highlighted section in Show Preview, Show Planner, Show Directory and online
- HANDS ON logo in your Show Directory listing
- Floor graphics at your booth identifying your company as a participant
- On-site signage dedicated to Training in the Hall

YOUR PART:

- Dedicated staff prepared to guide buyers on your equipment
- Sufficient space to demonstrate equipment
- HANDS ON training description must be submitted by deadline to be included in promotions
- Promote your HANDS ON training to existing prospects—invite them to take advantage of this HANDS ON opportunity at THE NBM SHOW!
- Topics must be submitted by deadline to be included in promotions



Visit [THENBMSHOW.COM/EXHIBIT](https://www.thenbmshow.com/exhibit) for details

CONTACT YOUR SALES REP FOR MORE INFORMATION.



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