

NATO★SHOW

2012

EXHIBITOR PROSPECTUS

NATO Trade Show
April 24-26, 2012
Paris Hotel and Casino
Las Vegas, Nevada

CSP Magazine is the Official Media Partner of the NATO Show

www.NATOShow.com

Why Exhibit at NATO Show 2012?

There are over 144,000+ convenience stores and an additional 14,000 tobacco outlets in the United States. NATO's passionate commitment to protecting the interests of all tobacco retailers for the last decade has earned the respect and support of tobacco-only retailers such as Smoker Friendly and Tobacco Superstores, as well as full-line convenience retailers such as 7-11 and Cumberland Farms. These members and hundreds like them will attend the NATO Show because they believe in supporting the show that supports them.

Here is what a few of our supporters have to say about NATO and the NATO Show:

"NATO is one of the leading organizations fighting anti-tobacco legislation. With over 600 convenience stores in our chain, we cover many states. The support and information that NATO provides, both locally and nationally, is by far the most comprehensive. I attended last year's NATO Show and it was nothing less than outstanding. The educational seminars were very informative about today's tobacco environment and enhanced my tobacco category knowledge. I think every convenience store would benefit by attending the next NATO Show and becoming a NATO member."

— Anne Flint, Senior Category Manager, Tobacco
Cumberland Farms

"As a wholesale distributor and tobacco retailer there is no shortage of trade shows to attend. I attend the NATO Show for essentially three reasons: I make money on show deals, I learn a lot from the education sessions, and NATO works diligently to protect the interests of wholesalers, retailers, manufacturers and consumers. It's the right show, doing the right things, for the right people and for all the right reasons."

— Ricky Jones, President, Andalusia Distributing
Company & President, Southern Association
of Wholesale Distributors

"The NATO Show was terrific! Swedish Match was very happy with all of the customers we saw and the customers were happy with the deals we offered. We look forward to an even better show in 2012."

— Gary Poehlmann, Vice President of Sales
Swedish Match

"As a full line tobacco retailer with over 700 independently owned and operated stores we are very motivated to keep our 'finger on the pulse' of anything and everything to do with the tobacco business. Whether it is legislative issues that threaten our very existence or the latest products, systems, processes and technology that improve our profitability, NATO is our go-to source. NATO is the primary trade organization we participate in and the NATO Show is the primary trade event we support and attend."

— Terry Gallagher, Jr., President, Smoker Friendly

Tentative Schedule of Events

Monday, April 23, 2012

8:00 AM - 6:00 PM Decorator Load-In
All Day Available for Affiliate Meetings

Tuesday, April 24, 2012

7:30 AM - 5:00 PM NATO Registration Desk Opens
8:00 AM - 1:00 PM NATO Board Meeting
8:00 AM - 11:00 AM Decorator Booth Set-Up
8:00 AM - 4:00 PM Available for Affiliate Meetings
Noon - 6:00 PM Begin Exhibitor Set-Up
6:00 PM - 7:30 PM Opening Night Reception

Wednesday, April 25, 2012

7:00 AM - 5:00 PM Registration Desk Open
8:00 AM - 11:00 AM Complete Exhibitor Set-Up
8:00 AM - 9:00 AM Opening General Session
9:15 AM - 10:45 AM Education Sessions
11:00 AM - 5:00 PM Exhibit Hall Open
6:00 PM - 7:00 PM NATO Reception
7:15 PM - 9:30 PM NATO Awards Dinner

Thursday, April 26, 2012

7:00 AM - 4:45 PM Registration Desk Open
8:00 AM - 9:00 AM General Session
9:15 AM - 11:15 AM Education Sessions
11:30 AM - 4:30 PM Exhibit Hall Open
4:30 PM Begin Tear Down

Friday, April 27, 2012

7:00 AM - Noon Complete Tear Down



The National Association of Tobacco Outlets (NATO) is a national trade association organized to enhance the common business interests of all tobacco retailers and to monitor and assist members in responding to tobacco-related legislation on the local, state and federal levels.



There simply is no better source of information and education on the tobacco business and the industry than what is offered through the educational sessions at the NATO Show.



Attendees at this year's NATO Show came to purchase or get more information about tobacco and related products. For a breakdown by percentages, see the chart below.

NATO by the Numbers

ATTENDEE DEMOGRAPHICS

Retailer - Multiple Tobacco Outlets	34%
Distributor/Wholesaler	27%
Retailer - Single Tobacco Outlet	24%
Retailer - Convenience Store(s)	11%
Retailer - Liquor Store(s)	3%
Importer/Broker	2%

Attendees at this year's NATO Show indicated that they came to purchase or find out more about:

Accessories - Cigar	66%	Pipes - Other	42%
Accessories - Cigarette	73%	Pipes - Tobacco	58%
Accessories - Other	53%	RYO - MYO	66%
Cigarettes	87%	RYO - Tubes	60%
Cigarettes - electronic	60%	Tobacco - Loose	66%
Cigars	93%	Tobacco - Moist Smokeless	60%
Humidors	47%	Tobacco - Other	57%
Lighters	71%	Tobacco - Pipe	55%

PRODUCT CATEGORIES:

TOBACCO PRODUCTS

Cigarettes
Cigars
Pipes/Pipe Tobacco
RYO/MYO
Smokeless Tobacco

TOBACCO ACCESSORIES

Cigarette Accessories
Cigar Accessories

Humidors/Humidifiers
Lighters

RYO/MYO Machines & Tubes

TOBACCO-RELATED

Air Cleaning Systems
Candles
Cash Register Systems
Gift Items
POS Software
Tobacco Magazines
Tobacco Signage

OTHER CATEGORIES:

Accounting
Advertising
Candy
Check Cashing
Computers
Consultants
Facilities Management
Financial Services
General Merchandise
Insurance
Inventory Optimization

Lottery/Gaming
Loyalty Programs
Novelty & Seasonal
Personnel Services
Prepaid Gift Cards
Prepaid Telecommunications
Publications/Maps
Fixtures and Displays
Security Equipment & Services
Software
Store Design & Layout
Western Union/Money Gram

The networking receptions at the NATO Show are extremely well attended and are an excellent way to get the most out of your investment at the show.



NATO★SHOW 2012

SHOW HOURS

All NATO Show events are conveniently located in the Paris Hotel and Casino.

Move In:

Tuesday, April 24, 2012
Noon to 6:00 PM

Wednesday, April 25, 2012
8:00 AM to 11:00 AM

Exhibits:

Wednesday, April 25, 2012
11:00 AM to 5:00 PM

Thursday, April 26, 2012
11:30 AM to 4:30 PM

Tear Down:

Thursday, April 26, 2012
4:30 PM

www.NATOShow.com



Support The Show That Supports You!

Space Rental includes: one 10' x 10' booth, a two-line sign, standard 8' high backdrop, and 36" side curtains.

If Application and All Fees received in NATO Show office:	On or before June 30, 2011	July 1 – September 30, 2011	October 1 – December 31, 2011	January 1, 2012 – Show
NATO Members	\$1,750	\$1,800	\$1,900	\$2,000
Non-Members	\$1,950	\$2,000	\$2,100	\$2,200

To qualify for the Member rate, the applicant must be a current NATO Member for the duration of the NATO Show (through April 26, 2012). If you are not a NATO member and wish to apply, you may submit your dues and membership application with the Exhibit Space Application. For further information about membership, please call 866-869-8888, or visit www.NATOCentral.org.

Booth Cost Includes

- Carpeted exhibit hall (custom carpet is available from Shepard Exposition Services but is not required)
- 8 ft. high draped back wall and 3 ft. high draped side rails (in-line booths)
- Standard 7" x 44" booth sign (in-line booths)
- Comprehensive Exhibitor Service Kit
- Complimentary company listing on NATOShow.com, NATO Show Program and Directory, and floor plan (if materials are received by print deadlines).
- Per 100 square feet or for each 10' x 10' space – Two complimentary badges for booth personnel. Additional badges and/or badge upgrades will be available for an additional charge.

Booth Display Guidelines

A complete list of display guidelines for various booth layouts, hanging sign height restrictions, and truss height requirements can be downloaded and viewed at NATOShow.com.

How Booth Space Is Assigned

Booth assignments for the NATO Show are confirmed by appointment only. The order of appointments for priority placement is based on a variety of factors including current and historical financial support, exhibit history, number of booths purchased and proximity to competitors. Once priority

placements have been made, space is sold on a first-received, first-assigned basis. No assignment, guarantee of specific space, or "holding" of space will be made until a completed Exhibit Space Application and the booth fee are received. When booth space has been assigned, the NATO Show will send an email confirmation of space to the tradeshow contact listed on the application. Please allow 10 business days after the date of receipt for confirmation of booth assignment.

Industry Promotional Opportunity Program

The NATO Show's IPOP is designed to maximize your company's exposure while providing you with maximum benefits for your support. Annually, companies like yours form alliances with NATO through support of the NATO Show by your exhibit space purchases and your support dollars. NATO would like to show its appreciation through IPOP. We will combine your booth rental with all of your promotional opportunities and then assign an appropriate support category: Bronze, Silver, Gold, Platinum and Diamond. In the coming weeks we will be introducing a comprehensive package of promotional opportunities, dues, advertising, sponsorship support, etc., that provide great exposure for you to choose from. For each dollar

you spend supporting NATO you earn 1 Priority Point. These Priority Points are a benefit to assist you with booth placement for the following year. Your company's existing partnership with NATO is appreciated and needed if we are going to continue to offer outstanding educational programs and relevant high profile industry presenters. The NATO Show's IPOP is designed to provide maximum recognition to all companies who help achieve its mission. Start receiving benefits now. Simply join IPOP by exhibiting at the NATO Show and choosing promotional opportunities to be provided in the coming weeks.

Hotel Accommodations

The NATO Show has blocked space at the Paris Las Vegas Hotel and Casino. We have a special negotiated group rate of only \$109.00 per night for single or double occupancy. Rate does not include tax of 12%.

Want More Information?

Still unsure exactly who we are and what we do? For more information, please check out our website at www.NATOShow.com, or call us at 770-932-3263 and we will explain everything that you could want to know about our organization, and how establishing a partnership with the NATO Show will help your bottom line.



Application for NATO Show Exhibit Space
NATO Trade Show • April 24-26, 2012 • Paris Hotel and Casino • Las Vegas, NV
Show Days • April 25-26, 2012

Company Name _____

Mailing Address _____ P.O. Box _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Contact Name _____ Signature _____

The individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract which includes the rules and regulations of the event, which may be found at www.NATOShow.com.

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Non-Members	\$1,950	\$2,000	\$2,100	\$2,200

Assignment of space for the NATO Show will be based on a combination of factors, including, but not limited to: current and historical financial support, exhibit history, number of booths purchased and proximity to competitors. Please go to www.NATOShow.com and follow the links to the online floor plan to select your booth space.

Booth(s) Requested: _____

Please list any companies you don't want to be near: _____

Payment Schedule:

50% with Application
 50% due January 3, 2012
 Full payment is due with any application received after January 3, 2012.

What product or service do you intend to show?

- Cigarettes Cigars Smokeless RYO/MYO
 Pipes/Pipe Tobacco Tobacco Accessories
 Other _____

Payment Information		<input type="checkbox"/> Credit Card	<input type="checkbox"/> Check (Payable to NATO)
<input type="checkbox"/> AMEX	<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	\$ _____ Amount of payment
Card # _____	Exp. Date _____	CCV: _____	<small>(A three or four-digit number usually located on the back of your credit card.)</small>
Name as it appears on card _____			
Billing Address _____			
City/State/Zip _____			
Authorized Signature _____		Today's Date _____	
For cancellations received before January 31, 2012, the exhibit fee, minus a \$200 processing fee per 100 sf, will be refunded. No refunds will be issued after January 31, 2012. Cancellation requests must be emailed to info@natoshow.com or faxed to 770-932-3276. Questions? Call 770-932-3263.			

Please Note: Detailed information, including badge registration forms, registration fees, show deal information, specific set-up times, etc., will be sent to you upon receipt of this application. **Please hold your calls until after you receive the complete packet.**

Please sign and return this agreement along with your payment to: **NATO Show**
3459 Lawrenceville Suwanee Rd., Ste. C
Suwanee, GA 30024-6427
Ph: 770-932-3263 • Fax: 770-932-3276