

2020 NORTH CENTRAL NATO THEATRE CONVENTION TRADE SHOW & SPONSORSHIP INFORMATION

NEW LOCATION

The 21st Annual North Central NATO Theatre Convention is fast-approaching! This three-day event will be attended by theatre managers & owners from North Dakota, South Dakota, Minnesota, & Iowa. Monday night's opening cocktail party will give you a chance to mingle with convention guests. The Trade Show on Tuesday has become an important part of the convention. It is your opportunity to meet the end user &/or the decision maker, many of whom only attend this one conference each year. Following the Trade Show, we'll offer a marketing presentation from several film studio representatives, where they'll highlight upcoming 2020 product. Tuesday will conclude with a cocktail social & a Gala Dinner, which will feature entertainment.

Events will take place at the Sheraton West Des Moines & The Palms Theatres & IMAX.

<https://www.fridleytheatres.com/location/47961/The-Palms-Theatres-and-IMAX-Showtimes>

We are very excited to offer **NEW** opportunities for vendors to interact with all the delegates. See below:

- **DATES:**

- **NC NATO Convention:** April 20-22, 2020.
- **Trade Show:** Tuesday April 21.
 - Setup: Starting Monday, April 20, at 2:00 PM.
- **Vendor Breakfast w/ Delegates:** Tuesday, April 21, from 8:30 AM-10:00 AM.
 - **NEW-** Each vendor will have time to speak, introduce him or herself, & discuss products (presentations 1-2 minutes only)!
- **NEW- Vendor Lunch w/ Delegates:** Tuesday, April 21, from noon to 2:30 PM.

- **LOCATION:**

- Sheraton West Des Moines
1800 50th St.
West Des Moines, IA 50266
515-223-1800
- <https://www.marriott.com/event-reservations/reservation-link.mi?id=1565385789498&key=GRP&app=resvlink>
- A block of rooms is available under North Central States NATO Convention 2020.

- **BOOTH:**

- **6' by 6' space with one 6' skirted table & one chair.**
- **Non-Member:** \$300.00 plus passport item.
- **Member of North Central NATO:** \$225.00 plus passport item.
- North Central NATO Associated Membership only \$50.00.

- **PASSPORT:**

- To ensure that you have the opportunity to visit with each manager & owner, we will again be using the Trade Show Passport. Attendees have their Passport Card signed at each booth. When all signatures have been collected, the individual is eligible for passport prizes (drawing to be held after the trade show). To make this work, we are requesting a passport prize from each vendor. Passport prizes can be a product that you sell, a gift certificate, or something else of your choice. We suggest a value of \$20.00 to \$50.00.

- **SILENT AUCTION:**

- North Central NATO has established a college scholarship fund for staff of member theatres. To raise money for the scholarship fund, we will be holding a silent auction during the convention. Donations are greatly appreciated.

- **SPONSOR AN EVENT:**

- **Title Sponsor:** \$10,000. **SOLD OUT for 2020- Thank you, NEC Display Solutions!**
- **Producer Sponsor:** \$1500.
- **Director Sponsor:** \$1250.
- All sponsors will receive verbal recognition throughout the event, including signage.
- Some events will have multiple sponsors. See below for more information.

2020 NORTH CENTRAL NATO THEATRE CONVENTION TRADE SHOW & SPONSORSHIP REGISTRATION

COMPANY NAME: _____

Name(s) of guest(s) attending: _____
(Must have for name badges)

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

TRADE SHOW: Space is limited. All booth registrations must be in by Tuesday, April 10, 2020.

- PASSPORT GIVEAWAY ITEM: _____ (must bring to show).
- SILENT AUCTION: _____ (must know & arrive by April 10).
- GOODY BAG ITEM (300 Bags): _____ (ship prior to April 10).
- RATES:
 - Single Booth Charge- Non-member (Double Booth add \$200) _____ @ \$300.00 = \$ _____
 - Single Booth Charge- NC NATO member _____ @ \$225.00 = \$ _____
 - Standard Electricity for Booth _____ @ \$25.00 = \$ _____
 - **Show Registrations must have a booth!**
 - Monday Only (includes Variety of Iowa drinks & apps) _____ @ \$25.00 = \$ _____
 - Tuesday Only (includes breakfast, lunch, & Gala Dinner) _____ @ \$100.00 = \$ _____
 - Wednesday (includes breakfast) _____ @ \$25.00 = \$ _____

SPONSORSHIPS:

- **Title Sponsor:** \$10K (\$6K+ in Cash, remaining \$4K in Silent Auction, Passport Donations, or Goody Bag Items).
 - **Total-Convention Sponsorship.**
 - Includes:
 - Mention of Title Sponsor on all Correspondence.
 - Name on all Events/Verbal Recognition:
 - Opening Night Party.
 - Vendor Breakfast.
 - Trade Show Lunch.
 - Cocktail Reception.
 - Gala Dinner/Awards/Auction/Entertainment.
 - ONLY SPONSOR.
 - F&B Operation Seminar & Breakfast.
 - 5 Minutes x 2 for Speech:
 - Vendor Breakfast.
 - Gala Awards Dinner.
 - Name on all Material:
 - Posters.
 - Name Badges.
 - VIP Hotel Room Upgrade.
 - Booth Registration.
 - 2 Full Registrations.

\$ _____

- **Producer Sponsor:** \$1500 + Passport Giveaway, Goody Bag, & Silent Auction Item.
 - **Specific-Event Sponsorship (of one of the following Premium Events):**
 - Opening Night Cocktail & Appetizers (Two Available).
 - Vendor Breakfast (Three Available).
 - Vendor Trade Show & Lunch (Three Available).
 - Cocktail Reception prior to Gala (Two Available).
 - Drinks for Gala and “Let’s Dance Social” (One Available).
 - F&B Operation Seminar & Breakfast (Two Available).
 - Each Sponsorship Includes:
 - Mention of Event Sponsor.
 - Name on Event/Verbal Recognition.
 - Name on Event Material.
 - Booth Registration.
 - 2 Minutes for Speech:
 - Vendor Breakfast.
 - VIP Hotel Room Upgrade (based on first-come-first-serve—limited number of upgrades).
\$ _____

- **Director Sponsor:** \$1250 + Passport Giveaway, Goody Bag, and Silent Auction Item.
 - **Specific-Event Sponsorship (of one of the following General Events):**
 - Bus Transportation.
 - Drinks & Popcorn for Studio Presentations & Screenings.
 - Each Sponsorship Includes:
 - Mention of Event Sponsor.
 - Name on Event/Verbal Recognition.
 - Name on Event Material.
- \$ _____

TOTAL DUE: *Make checks payable to North Central NATO* \$ _____

Completed form must be mailed to:
 North Central NATO, 20653 Keokuk Avenue, Lakeville, MN 55044
 Or email to: Karenc@emagine-entertainment.com
 To make payment by credit card, please call 952-469-2883.

QUESTIONS:

- **Contact NC NATO Show Committee Chair:**
 - Russell Vannorsdel
russell@fridleytheatres.com
 515-537-8349

SHIPPING:

- **Goody Bag / Scholarship Auction / Passport Items:**
 - The Palms Theatres & IMAX
 c/o: Russell Vannorsdel
 200 NE Westgate Dr.
 Waukee, IA 50263
- **Trade Show Displays:**
 - Sheraton West Des Moines
 1800 50th St.
 West Des Moines, IA 50266
 515-223-1800
- Charges may apply.