



MARCH 21-23  
LAS VEGAS  
CONVENTION CENTER

# CAPTIVATION STATION

## Trends to Ignite Your Business

### Introducing a new high-value exhibit floor presentation/engagement area at The 2018 NAMA Show.

The NAMA specialty channel operators told us how The NAMA Show can add more value for their attendance. NAMA has created several new areas to deliver the specific added content and value to help operators gain more ROI in attending The NAMA Show 2018. **The Captivation Station is a unique show floor presentation area** for participating exhibitors to share data, trends and best practices that will deliver actionable take-aways that operators can immediately implement into their business.

**The Captivation Station** is a 600 square foot oasis on The NAMA Show exhibit floor amongst innovative manufacturers and suppliers booths filled with new products, technology and equipment. Many presentations are scheduled during show hours. Each session is maximum 20 minutes and is valuable information that operators can use in their business's now!

#### **Area layout** – Located in booth area #1263

An intimate set-up with low stool seating in a professional carpeted area, no raised stage

A small sound system and LCD screen are located for a turn-key environment

Each session will be video recorded, wrapped and hosted on YouTube

#### **Presentation times**

Wednesday at 3:30, 4:30 and 5:30 pm

Thursday at 10:30, 11:30, 12:30, 1:30, 2:30 and 3:30 pm

Friday at 10:30 and 11:30 am

#### **Exhibitor Presenter Opportunity and Benefits**

All session titles, days, times, synopsis and exhibiting company promoted:

The NAMA Show website

NAMA 365 Mobile App

Select email blasts

Show SOURCE (*show program/directory*)

Select direct mail

Signage at The NAMA Show

Social pre-show and during show, prior to presentation

Video recorded, wrapped with The NAMA Show donut and hosted on YouTube

Posted post-show on social media, email blasts, The NAMA Show website and the NAMA 365 Mobile App

**Marketing Investment:** \$2,500 per session

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