



Best of Show Award

Win the Best of Show Award and attract more traffic to your booth by designing your booth to incorporate the NATE 2010 safety theme --

It's Up To You!

Thank you for being a part of the NATE 2010 Conference & Exposition to be held February 15-18 at Disney's Coronado Springs Resort in Lake Buena Vista, Florida.

The theme for the NATE 2010 Exposition is **It's Up To You!** In recognition of this theme, we are including it as part of the criteria for our Best of Show Award. All exhibitors present at the NATE 2010 Exposition are eligible to participate, and will automatically be enrolled in the award contest. Judging will be conducted by the Trade Show Committee and will take place during exhibit hall hours. Winners will be announced and recognized with an award at 6:45 p.m. on Wednesday, February 17 in the Exhibit Hall. Winners will also receive added exposure in the NATE 2010 event recap, on the NATE website, and in the April 2010 *Tower Times* magazine.

Exhibit booths will be judged based on the following criteria, with emphasis placed on how the design of your booth has incorporated the NATE 2010 safety theme -- **It's Up To You!**

- Exhibit booth design and presentation, including product display, appearance and creativity;
- Identity, creativity and use of the **It's Up To You!** Logo;
- Adherence to exhibitor and show rules and regulations;
- Exhibit booth personnel professionalism and friendliness; and
- Educational material displayed and/or offered.

Award categories will consist of three divisions, with one winner in each of the following categories:

- 10x10;
- 10x20; and
- 10x30 or larger booth.

Don't miss this opportunity to show your company's commitment to safety. Design your booth to stand out from your competition and attract more traffic to your booth.

If you have further questions, please contact NATE Operations Manager, Paula Nurnberg via tel: 605-882-5865 or 888-882-5865 (U.S.) or email: paula@natehome.com

