Registration is now open

NAWLA Traders Market 2015

Hilton Anatole
Dallas, TX
November 4-6, 2015
I am pleased to invite you to the 2015 NAWLA Traders Market, November 4-6 in Dallas, TX, the largest gathering of the forest products industry’s buyers and sellers. This two-day event provides countless opportunities to network with top industry professionals and discover new products and services.

We are excited to convene at the Hilton Anatole in Dallas for the first time since 2007. Located within the Dallas Design District, you will be minutes away from amazing restaurants and breweries that are perfect for meeting or reconnecting with peers and prospects. The Hilton Anatole itself has been recognized with more than 125 industry awards for exceptional facilities and service, which means you can be confident in the quality and value of this year’s venue.

For the 2015 Traders Market, we will introduce a new event-focused app for your smartphone or device that includes the most up-to-date exhibitor and attendee information from the convenience of your mobile device. You’ll also find an exciting keynote presenter, Connie Podesta, along with our GenNext speaker, Jim Pancero, and other program enhancements — all in addition to the tried-and-true format that makes this event a success.

So, be sure to mark your calendars, make your hotel and travel arrangements, and join us in Dallas.

Cheers,

Kip Fotheringham
2015 NAWLA Traders Market Chairman
**REGISTRATION**

- $449 per individual – Member
- $799 per individual – Non-member
- $149 per Spouse/Companion

*Please note: Manufacturers and Service Affiliates are required to exhibit.*

**DISCOUNTS FOR WHOLESalers (FRIDAY ONLY)**

- One-day pass – $269 per person
- First-time manufacturer pass – $749 per person

Qualifying wholesaler companies of the Traders Market are extended special discounts. Please contact NAWLA at registration@nawla.org for more information.

Visit [www.nawlatradersmarket.com](http://www.nawlatradersmarket.com) for details.

---

**SCHEDULE OF EVENTS**

### Wednesday, November 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00pm – 6:30pm</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 am – 4:30 pm</td>
<td>Exhibitor Set-Up</td>
</tr>
<tr>
<td>3:30 pm – 5:00 pm</td>
<td>10 Group Meetings</td>
</tr>
<tr>
<td>5:30 pm – 7:00 pm</td>
<td>Networking Reception</td>
</tr>
</tbody>
</table>

### Thursday, November 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 6:30 pm</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 am – 11:30 am</td>
<td>Exhibitor Set-Up</td>
</tr>
<tr>
<td>7:00 am – 11:00 am</td>
<td>Customer Meetings</td>
</tr>
<tr>
<td>9:30 am – 11:00 am</td>
<td>Education Session presented by the GenNext 10 Groups <em>(all attendees welcome)</em></td>
</tr>
<tr>
<td>11:30 am – 1:00 pm</td>
<td>Grand Opening Luncheon featuring keynote Connie Podesta</td>
</tr>
<tr>
<td>1:15 pm – 5:30 pm</td>
<td>Tradeshow Open</td>
</tr>
<tr>
<td>5:30 pm – 7:00 pm</td>
<td>Reception</td>
</tr>
</tbody>
</table>

### Friday, November 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 9:00 am</td>
<td>Fellow Association Meetings</td>
</tr>
<tr>
<td>8:30 am – 11:30 am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>9:00 am – 1:00 pm</td>
<td>Tradeshow Open</td>
</tr>
<tr>
<td>11:30 am – 1:00 pm</td>
<td>Lunch (on tradeshow floor)</td>
</tr>
<tr>
<td>1:00 pm – 4:30 pm</td>
<td>Exhibitor Move-Out</td>
</tr>
</tbody>
</table>
ACCOMMODATIONS:
AROUND THE HILTON ANATOLE

HILTON ANATOLE
2201 N Stemmons Fwy.  |  Dallas, TX 75207  |  214.748.1200
Room rate: $199/night

Reservation URL: https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=50684346
Reservation Deadline: Monday, October 12, 2015
Hotel Cancellation Policy: 30 days

• Four restaurants and bars are located within the Hilton Anatole, which is situated within the Dallas Design District.
• Uptown, home to more than 60 restaurants and pubs along the McKinney Avenue Trolley, is just six minutes away.
• The Warehouse District, with many well-known restaurants and entertainment establishments, is ten minutes from the hotel.
• Trinity Groves, a new 15-acre restaurant, retail and entertainment complex in West Dallas is also just six minutes from the hotel.

NEARBY AIRPORTS

DALLAS/FORT WORTH INTERNATIONAL AIRPORT
The airport is approximately 20 minutes from the Hilton Anatole. Shuttle service is available through Yellow Checker Shuttle or SuperShuttle and the fee is around $20 per person. Taxis are also available for approximately $40.

DALLAS TEXAS LOVE FIELD AIRPORT
The airport is approximately 10 minutes from the Hilton Anatole. Shuttle service is available. Taxis are available for approximately $18 per person.

GROUND TRANSPORTATION
Taxi service and public transportation are available from both airports. Public transportation is also available using the DART system. The nearest stop to the Hilton Anatole is the Market Center Station.

SHOW FAQ’S
Where do I find more information or register to attend?
For complete show information and registration, please visit nawlatradersmarket.com. Sponsorship and advertising details are also available online.

Who can exhibit at the Traders Market?
Manufacturers or wholesalers of traditional wood products and/or engineered wood products and complimentary building products are eligible to exhibit.

Additionally, companies such as rail and truck transportation providers, reload operators, remanufacturers with a majority of revenues generated by processing wood on account, pre-finishers and importers are also eligible to exhibit, as are certain service affiliates.

If I am a manufacturer or a service provider, do I need to exhibit to attend?
Manufacturers and service providers must be exhibitors in order for company personnel to attend Traders Market. Only wholesale company personnel may attend without the company also exhibiting.

What if I am receiving phone calls about booking my hotel?
It has come to our attention that companies that are not affiliated with NAWLA have been contacting Traders Market attendees and exhibitors to assist with hotel reservations. They are identifying themselves as NAWLA representatives and are claiming they can get better rates than those posted on our website. NAWLA has NO affiliation with these companies. If you receive a call from anyone claiming to represent NAWLA, the Traders Market or the Hilton Anatole, please be aware that this is likely a scam. The best way to book your hotel is through the instructions on the NAWLA website located www.nawla.org/events/hotel-and-more-information-on-dallas.

FOR MORE INFORMATION

REGISTRATION
Erin DeFouw
EDeFouw@nawla.org

GENERAL INQUIRIES
info@nawla.org
800.527.8258

EXHIBITOR & SPONSORSHIP OPPORTUNITIES
David Perez-Hernandez
DPerez@nawla.org
312.673.4838
# NAWLA SPONSORSHIP BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>Year Round Benefits</th>
<th>Diamond $15,000+</th>
<th>Platinum $10,000-$14,999</th>
<th>Gold $5,000-$9,999</th>
<th>Silver $3,000-$4,999</th>
<th>Bronze $500-$2,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAWLA Partner Directory Listing</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Year-round mobile app Partner Listing</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Company announcement/press release in one NAWLA Bulletin (monthly email newsletter)</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Opportunity to include 100 word blurb, logo and URL in the NAWLA Bulletin (based on availability)</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Traders Market Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full conference passes</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing list (including contact information) *Pre-show list available four weeks prior to Traders Market; post-show list available 30 days after the conference</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td></td>
</tr>
<tr>
<td>Post-show attendee mailing list (including contact information) *List available 30 days after the conference</td>
<td></td>
<td>✛</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-show attendee list (no contact information provided) *List available 30 days after the conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✛</td>
</tr>
<tr>
<td>Opportunity to include item in attendee conference bag (NAWLA final approval on item required) *Item is produced at sponsor's expense</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✛</td>
</tr>
<tr>
<td>One reservation at the Traders Committee table during the opening luncheon *Sponsor to provide representative's contact information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✛</td>
</tr>
<tr>
<td>Sponsor ribbons for booth staff</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Name in conference promotions</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Onsite signage — entrance unit into the exhibit hall</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Onsite signage — Sponsor pennants for booth</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Onsite signage — meter panel acknowledgement</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
</tr>
<tr>
<td>Mobile app coverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo and 150-word company description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Booth location call out on floor plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Mobile app button advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ongoing marketing — verbal recognition from the podium and logos displayed prominently during the opening luncheon</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration bag insert *NAWLA final approval required on collateral</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One floor decal sticker in a high-traffic area</td>
<td>✛</td>
<td>✛</td>
<td>✛</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TRADERS MARKET SPONSORSHIP OPPORTUNITIES

OPENING KEYNOTE SPEAKER AND ENTERTAINMENT
Take advantage of this high-profile opportunity by sponsoring the Keynote Speaker. Your company will be announced at the beginning of the presentation, and will receive priority seating at the Grand Opening Luncheon. Logo recognition will be placed on all materials pertaining to the program.

Fee: $20,000 (Exclusive)  SOLD

MOBILE APP SPONSOR
Be the overall mobile app sponsor by having your logo displayed on the loading or splash screen that is visible for users before entering the app. Your logo will be seen as a clear identifier with the Trader Market brand.

Fee: $7,500 (Exclusive)

BEER SPECIALTY
Stand out during the reception and sponsor a specialty beer. Your company will have the option to choose from a list of available beers. Your company’s logo will be displayed on signage near the bar, cocktail napkins, and the bar will be strategically placed for maximum exposure.

Fee: $7,500 (6 opportunities)

HOTEL KEY CARDS
Each time conference attendees unlock the door to their rooms, they will see this sponsor’s logo on the key card. Custom hotel room key cards with your company name and logo prominently displayed will be distributed to more than 1,500 attendees who stay at the Hilton Anatole. The NAWLA logo and Traders Market name must be incorporated on the key card.

Fee: $12,000 plus keycard production fees (Exclusive)

NETWORKING RECEPTION
As the sponsor of the Traders Market networking reception, your company logo will be displayed prominently throughout the event, on signage in the exhibit hall, on napkins at each bar and food station, and promoted in the onsite guide and conference mobile app. Attendees will be able to network with exhibitors and NAWLA members while enjoying food and beverages at the reception.

Fee: $15,000 (Exclusive)  SOLD

GRAND OPENING LUNCHEON
The Grand Opening Luncheon on Thursday, November 5, will give attendees and exhibitors the opportunity to socialize before the Traders Market officially opens! Your company will have the opportunity to welcome attendees as they arrive and will receive verbal recognition and logo recognition once the luncheon begins. Benefits include a reserved table for your company representatives, logo placement on entrance signage, and video screen during program.

Fee: $10,000  SOLD

TRANSPORTATION
This top branding opportunity gets your company’s name, logo, and message directly in front of the attendees. A representative from your company will have the chance to greet everyone as they load into shuttle vans. A pre-recorded message can be played utilizing the van’s stereo system. Transports will take visitors from the Hilton to Uptown and loop back to the host hotel. Signage with your logo will help direct attendees to the transportation port.

Fee: $10,000 (Exclusive)

REGISTRATION BAGS
Each attendee receives a complimentary bag with your company’s logo when they check in at registration. Your company will be top of mind throughout the conference and attendees will continue to promote your company when they use the bags after the conference. *NAWLA logo must be included on the bag along with the sponsor’s logo.

Fee: $8,000 (Exclusive)  SOLD

WI-FI IN THE EXHIBIT HALL
Secure the exclusive Wi-Fi sponsorship for the entire Traders Market and showcase your company logo and URL on the splash page which is seen when attendees login to access the Traders Market Wi-Fi.

Fee: $15,000 (Exclusive)

BADGE LANYARDS
Place your company’s name or logo on the lanyard that all conference attendees wear throughout the Traders Market.

Fee: $7,000 (Exclusive)  SOLD
NETWORKING CENTRAL
This dedicated space on the show is the ‘Go-To’ meeting area to discuss business with current and prospective clients. There is a constant flow of people throughout the duration of the show who are having meetings or simply want to take a rest from walking the show floor.

Fee: $6,000

MOBILE DEVICE CHARGING STATION
The charging station will be a high-profile structure onsite where attendees can take a break to charge their mobile devices. Feature your company logo on this charging station and provide company materials for attendees to view as they wait for their mobile devices to charge.

Fee: $6,000 (Exclusive)

WHISKEY TASTING
This very popular traffic builder will take place in the exhibit hall. Attendees who choose to participate will visit sponsoring booths for a special whiskey tasting. Each attendee will receive a taste card which will allow them to try different whiskies. Each sponsoring company has the ability to select the whiskey served in your booth. Selections are based on a first-come, first serve basis. Sponsorship includes recognition:

• On the whiskey taste card
• On signage throughout the exhibit hall during the “Whiskey Business” event
• In Pre-conference promotional emails

*Bar and bartender will be set-up in each sponsors booth and must fit within the confines of the booth as outlined in the exhibitor rules and regulations.

Fee: $3,000 per tasting (6 opportunities) (5 opportunities)

REFRESHMENT BREAKS
Reinforce your company’s presence by sponsoring refreshments at the Traders Market. Your company logo will be displayed on signage and napkins.

Fee: $3,000 (One-day Exclusive)
Fee: $5,000 (Two-day Exclusive)

BLOODY MARY OR MIMOSA BAR SPONSOR
Reinforce your company’s presence by sponsoring a Bloody Mary or mimosa bar Friday morning. Your company’s logo will be displayed on signage near the bar and on cocktail napkins. The bar will be placed in the exhibit hall for maximum exposure.

Fee: $6,000 (Limited availability)

EXHIBIT HALL LUNCHES
Secure the exclusive sponsorship of the attendees’ lunch Friday to receive exposure on event signage.

Fee: $3,000 (Exclusive)

NAWLA LEARNING LOUNGE
Taking place in the exhibit hall, your company has the opportunity to present in the Learning Lounge. The session will be promoted with a brief session description, speaker bio, and company logo in the conference schedule and onsite signage. Note: Session content is subject to approval by NAWLA Show Management.

Fee: $1,000 (Limited availability)

WINDOW CLING
The windows of the convention center provide a high-profile location for your company logo or message. Make sure attendees interact with your brand several times each day with this sponsorship opportunity.

Fee: $1,500 (Large window cling, limited availability)
Fee: $750 (Small window cling, limited availability)

REGISTRATION BAG INSERT
Share your message directly with NAWLA attendees by placing your marketing collateral in the bag issued at registration. This is a great opportunity to invite attendees to your booth or promote your company. Collateral must be approved by NAWLA.

Fee: $750 (Limited availability)

NAWLA SUPPORTER
Does your company want to be recognized as a supporter of NAWLA? Talk to us about the option to donate and receive sponsor recognition.

Fee: $500-$1,000