

Dear NRRA Exhibitor/Sponsor,

Each year Northeast Resource Recovery Association's Annual Conference addresses pressing recycling market and waste stream issues and brings the key players in the industry together. As a sponsor and/or exhibitor, your organization gains visibility with speakers and attendees as a valued leader in the recycling industry across New England.

Please take a moment to review the following sponsorship and exhibit opportunities available at **NRRA's 37th Annual Conference and Expo** which will be held **May 21 – 22, 2018 at the Manchester Downtown Hotel/Radisson Hotel in Manchester, NH.**

We know that there are many conferences competing for your company to attend. We believe that this year – more than ever- with our fantastic line-up of cutting edge speakers, workshops and overflowing exhibit hall, you will be well served to participate in this first-of-its-kind, nationally recognized event.

Activities Planned Specifically for You & Your Organization:

- **Sunday Night Welcoming Social - Exhibitor and Sponsor Thank You**
We cordially invite you to join us on Sunday night from 6:00-8:00 p.m. for a special Exhibitor & Sponsor Social where NRRA Staff and Board welcome you and thank you for your support and participation. Included are two complimentary drink tickets, a variety of hors d'oeuvres and the opportunity to have great conversations with workshop speakers, members and key industry insiders. Please **RSVP on your attached registration form.**
- **After Hours with Vendors**
Monday night from 4:30-6:00 p.m. we will hold the popular "After Hours with Vendors" in the exhibit hall. All conference attendees are invited. Hors d'oeuvres will be served along with a cash bar. This is a great time to spend some valuable time with conference attendees. Buy and distribute hospitality tickets (see below) to boost your booth's popularity! Presentations include Best Booth Award, Spin the Wheel Vendor, and Exhibitor Hall of Fame Awards!

Back by Popular Demand: Hospitality Tickets, Best Booth Award & Spin the Wheel for Discount

1. **Hospitality Tickets** - All vendors will be given the opportunity to purchase packs of 10 drink tickets to give out during the day on Monday to attendees stopping by your booth. Having the option to hand out drink tickets can be a powerful sales tool. To purchase, sign up on your registration form. Hospitality tickets are for use during the "After Hours with Vendors" social on Monday evening.
2. **Best Booth Award** – Attendees will vote for the best booth on their "Talk To" forms when they visit your booth during the day on Monday. The Best Booth 2018 winner will be announced Monday afternoon/evening during the "After Hours with the Vendors" social.
3. **Spin the Wheel and Win-** This is a fantastic way to increase foot traffic at your booth!! EVERY YEAR we have exhibitors who say they wish they had known just how much this activity draws the attendees to their booth. Don't be

caught unprepared, sign up today!! All vendors who advertise on the Special Spinning Wheel will get one shot at a booth discount for 2019. We will spin the wheel to select a vendor right before awarding the Best Booth Winner at the "After Hours with the Vendors" social on Monday. There is no charge to sign up to be on the wheel. Vendors must agree to provide prizes for up to 100 attendees, which must be something different than your ordinary giveaways in order to participate. **Please, no alcoholic beverages may be given as a prize.** Register on the attached form to take advantage of this exciting opportunity.

4. **Exhibitor Hall of Fame**- Awards will be announced to NRRRA vendors who have exhibited at our Conference for 10 years or more! This award is also announced during the "After Hours with the Vendors" social.

Along with direct one-on-one contact with over 600 attendees, the following popular returning activities are all geared toward maximizing your opportunity to interact with attendees and promote your company/organization:

Tub Auction - A twist on the ever popular "**Tub Raffle**" held in the Exhibit Hall.

Talk-To-Tickets to encourage traffic at your booth and all refreshment breaks and other activities will be scheduled in the exhibit hall!

DETAILS, DETAILS, DETAILS:

Hotel Rooms - NRRRA has negotiated a discounted hotel room rate with the Manchester Downtown Hotel/Radisson of \$141.00 per night (includes tax) for single/double rooms. To reserve your room, call (603) 625-1000 and be sure to use **PAC Code NERR18** to receive this special rate. **You must reserve your room by April 20, 2018 in order to guarantee availability and receive the special conference rate. A discounted Parking fee of \$6.00 per vehicle per day will apply (see registration for validation).**

Internet Access – For your convenience, free wireless internet access will be available in the exhibit hall on Monday and Tuesday. **Electricity** – one standard outlet is provided to exhibitors free of charge, but you must request it on your registration form in order to receive it.

Exhibit Services – NRRRA has again contracted with Phoenix Exposition Services to handle all of its exhibitor needs. An exhibitor packet will be sent to you upon registering for the conference and will contain all of the information you will need for exhibiting.

Your 2018 Exhibitor Registration Form and Conference Sponsorship Opportunity information is attached. Sponsors and exhibitors are encouraged to register early before the Exhibit Hall completely fills, as last year we had to regretfully turn some late exhibitors away. **Be sure to complete and return this form as soon as you can to insure a space.**

Booths are limited and are assigned on a first-come, first-served basis. **REGISTER NOW (PDF form) or On-Line Registration will be ready soon if you prefer to register on line and pay on line.** If you prefer an invoice, please email us at info@nrra.net, visit our website to download a registration form, use the attached writable pdf registration form or call our office at 1-800-223-0150. **NRRRA Approved Vendors, be sure to contact us to receive your \$150 conference discount!**

We very much appreciate your support and contributions to the conference's success over the years.

Sincerely,



Marilyn Weir
Member Services / Exhibitor Coordinator



Mike Durfor
Executive Director

2018 Conference Partners: **Earth Share of New England, New Hampshire the Beautiful, Northern New England SWANA, MassRecycle, & NRC**

