



## Trade Talk Exhibitor FAQs

### **Trade Talk Questions**

#### **What comes with a Trade Talk booth?**

All NAFB Trade Talk booths measure 10' wide by 8' long. Each booth rental includes one identification sign, a draped 8' high back wall, and two draped 3' high side dividers. Furniture/equipment is ordered and paid for directly through Fern Expo Company.

#### **How do I order furniture/equipment for a Trade Talk booth?**

Furniture/equipment is ordered and paid for directly through Fern Expo Company. Shortly after Labor Day, exhibitor kits are sent to the individual listed as the primary contact for each company's booth in its Trade Talk paperwork. Exhibitor kits will come from [exhibitorservices@fernexposervices.com](mailto:exhibitorservices@fernexposervices.com).

Exhibitors are responsible for arranging the delivery and removal of their equipment and/or display materials to and from the exhibit hall.

If you have not received your exhibitor kit or need to change your primary contact, please contact Shannon Higgins, NAFB Events Manager, at [shannon@nafb.com](mailto:shannon@nafb.com).

#### **When does Trade Talk exhibit installation and removal take place?**

Exhibitor installation will begin at noon, Wednesday, November 7. All exhibits must be fully installed by 6:30 a.m., Thursday, November 8.

Exhibits must remain intact until the official close of show at 1:30 p.m., Thursday, November 8, and must be dismantled and removed no later than 2:30 p.m.

#### **I have questions about submitting topics and spokespeople for the NAFB Trade Talk Guide. Who do I contact?**

Please contact NAFB Marketing & Communications Manager Erin Nash at [erin@nafb.com](mailto:erin@nafb.com) for all queries regarding the NAFB Trade Talk Guide.

## **How can I prepare my spokespeople for NAFB Trade Talk?**

Trade Talk is a unique media event! Here are our [suggestions for a successful Trade Talk](#).

## **Registration Questions**

### **As a sponsor, I receive complimentary registrations. How do I redeem them?**

The individual listed as the primary contact for each sponsor's Trade Talk booth receives an email from [tradetalk@nafb.com](mailto:tradetalk@nafb.com) with a unique URL and complimentary code(s) to utilize your complimentary registrations. Please note that all individuals staffing a Trade Talk booth need to be pre-registered.

If the primary contact for your booth has not received this email, please contact Erin Nash at [erin@nafb.com](mailto:erin@nafb.com).

If the primary contact for your booth has changed, please contact Shannon Higgins at [shannon@nafb.com](mailto:shannon@nafb.com).

### **When I click the registration link, I am asked to log in or register to view the form. How can I access the form?**

If you already have a profile on NAFB.com, please click the link to log in and provide the login information requested.

If you do not have a profile on NAFB.com, you will need to create a login account at NAFB.com before you can register for Convention. From [nafb.com](http://nafb.com), click on Log In tab, click on the Create New Account tab, and fill in the required information. Once you are logged in, go to the Events tab, choose NAFB Convention, and click on the gold-type "Register Today" to register for convention.

If you continue to experience issues, please reach out to our Convention Registrar, Mary Reder. She can be reached via email at [mary@nafb.com](mailto:mary@nafb.com) or by calling the NAFB Office at (816) 431-4032.

### **I'm having trouble registering or have a question about registration. Who do I contact?**

Our Convention Registrar, Mary Reder, would be happy to assist you. She can be reached via email at [mary@nafb.com](mailto:mary@nafb.com) or by calling the NAFB Office at (816) 431-4032.

**I need to change a registration I previously made for a Trade Talk spokesperson. Who do I contact?**

Personnel changes can be made through October 31 at no cost by contacting our Convention Registrar, Mary Reder. She can be reached via email at [mary@nafb.com](mailto:mary@nafb.com) or by calling the NAFB Office at (816) 431-4032.

**Hotel Questions**

**I am having trouble booking my hotel room through the [NAFB room block link](#) or have a question about the room block. Who do I contact?**

Our Events Manager Shannon Higgins would be happy to assist you. She can be reached via email at [shannon@nafb.com](mailto:shannon@nafb.com) or by calling the NAFB Office at (816) 431-4032.

**I prefer to call the Westin to book my room. What is the direct line to do this?**

Please call (816) 391-4421 and request the National Association of Farm Broadcasting block to reserve your room at the \$157/night rate.

**Other Questions**

**I have a question that was not answered here. Who do I contact?**

Our Events Manager Shannon Higgins would be happy to assist you. She can be reached via email at [shannon@nafb.com](mailto:shannon@nafb.com) or by calling the NAFB Office at (816) 431-4032.