



NAFB Trade Talk Prospectus

Event Description

Trade Talk, the centerpiece event of the NAFB's National Convention, affords participants access to member broadcasters to discuss the issues and topics that are important to their organizations, associations, and companies. Participants occupy 8 x 10 booth spaces, represented by spokespersons trained and comfortable doing radio/broadcast interviews.

Generally speaking, more than 100 broadcasters circulate among participants during all or parts of the 6.5 hours that Trade Talk is open. NAFB can make no promises about the number of interviews to be engaged or as to what or how often recorded audio may be used in on-air programming.

Trade Talk should not be confused with a conventional trade show. Companies concerned with product promotion or brand marketing likely will find the event not productive to their interests, as reporter/broadcasters tend to seek news and issues perspective in the Trade Talk environment.

We have calculated that 2,542 interviews are accomplished, based on 124 participating broadcasters, and that those interviews have a collective air-time value among our member stations and networks of \$585,066. Participants are best to be represented by two spokespersons, to accommodate more than one visiting interviewer at any given time.

Entry and Participation Policy

Due to space availability, Trade Talk is narrowed to fewer than 100 participating organizations. Organizations utilizing more than one Trade Talk booth space are limited to a total of 3 booth spaces. The vast majority of our entities return each year.

Entities renewing their participation receive first right of refusal, unless other considerations have been established (eg. a single-year provisional agreement).

All other interest is evaluated as openings occur, in part on the objectives of the applicant organization. To the extent possible, applicants are considered in order of receipt.

Within the Trade Talk configuration of booths, NAFB makes effort to separate participants whose competitive interests are evident or otherwise made known.

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