

2024 NORTH CENTRAL NATO THEATRE CONVENTION TRADE SHOW & SPONSORSHIP INFORMATION

The 23rd North Central NATO Theatre Convention is fast-approaching! This three-day event will be attended by theatre managers & owners from North Dakota, South Dakota, Minnesota, Nebraska & Iowa. Monday night's opening cocktail party will give you a chance to mingle with convention guests. The Trade Show on Tuesday has become an important part of the convention. It is your opportunity to meet the end user &/or the decision maker, many of whom only attend this one conference each year. Tuesday will conclude with a cocktail reception, dinner, and casino night.

Events will take place at the [Sheraton West Des Moines](#), [The Palms Theatres & IMAX](#), and [Flix Brewhouse](#).

We are very excited to offer **NEW** opportunities for vendors to interact with all the delegates. See below:

- **DATES:**

- **NC NATO Convention:** May 13-15, 2024.
- **Trade Show:** Tuesday May 14, Noon – 2:30 PM
 - Setup: Starting Monday, May 13, at 2:00 PM.
- **Vendor Breakfast w/ Delegates:** Tuesday, May 14, from 9:00 AM-10:30 AM.
 - Each sponsoring vendor will have time to speak, introduce him or herself, & discuss products (presentations 1-2 minutes only)!
- **Vendor Lunch w/ Delegates:** Tuesday, May 14, from Noon to 2:30 PM, during the trade show.

- **LOCATION:**

- Sheraton West Des Moines, 1800 50th St., West Des Moines, IA 50266
- 515-223-1800
- A block of rooms is available under North Central States NATO Convention 2024.
- [Book your group rate for North Central States NATO Convention 2024](#)

- **BOOTH:**

- **6' by 6' space with one 6' skirted table & one chair.**
- Basic Electricity Included
- **North Central NATO Booth:** \$350.00 plus passport item.

- **PASSPORT:**

- To ensure opportunities to visit with each manager & owner, we will again be using the Trade Show Passport. Attendees have their Passport Card signed at each booth. When all signatures have been collected, the individual is eligible for passport prizes (drawing to be held after the trade show). To make this work, we are requesting a passport prize from each vendor. Passport prizes can be a product that you sell, a gift certificate, or something else of your choice. We suggest a value of \$30.00 to \$50.00.

- **SILENT AUCTION:**

- North Central NATO has established a college scholarship fund for staff of member theatres. To raise money for the scholarship fund, we will be holding a silent auction during the convention. Donations are greatly appreciated.

- **SPONSOR AN EVENT:**

- **Title Sponsors:** \$6,000. **SOLD OUT**
- **Producer Sponsor:** \$2,500. **SOLD OUT**
- **Director Sponsor:** \$1,500.
- All sponsors will receive verbal recognition throughout the event, including signage.
- Some events will have multiple sponsors. See below for more information.

- **NEW - Executive & Vendor One-on-One**

- Have direct, private, one-on-one time with six different exhibitor decision makers. Do you wish you had more uninterrupted time with theatre executives? Here is your chance. Six Theatre executives will block up to 15 minutes with six individual vendors on Tuesday from 4:30PM-6:00PM. **SPACE IS LIMITED AND WILL BE ASSIGNED ON A FIRST COME BASIS. SOLD OUT**

2024 NORTH CENTRAL NATO THEATRE CONVENTION TRADE SHOW & SPONSORSHIP REGISTRATION

COMPANY NAME: _____

Name(s) of guest(s) attending: _____
(Must have for name badges)

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

TRADE SHOW: Space is limited. All booth registrations must be in by Monday, May 1st, 2023.

- PASSPORT GIVEAWAY ITEM: _____ (must bring to show).
- SILENT AUCTION: _____ (must know & arrive by May 1).
- GOODY BAG ITEM (300 Bags): _____ (arrive by May 1).
- RATES:
 - Booth Only Charge (Double Booth add \$200) _____ @ \$350.00 = \$ _____
 - Events Only – Vendor _____ @ \$175.00 = \$ _____
 - Booth + Events (Event for One Individual) _____ @ \$500.00 = \$ _____

SPONSORSHIPS:

- **Title Sponsor:** \$6,000 (\$4,000 Cash, remaining \$2,000 in Silent Auction, Passport Donations, In-Kind, or Goody Bag Items). **ONLY 2 AVAILABLE! SOLD OUT**
 - **Total-Convention Sponsorship.**
 - Includes:
 - Mention of Title Sponsor on all Correspondence.
 - Name on all Events/Verbal Recognition:
 - Opening Night Party.
 - Vendor Breakfast.
 - Trade Show Lunch.
 - Cocktail Reception.
 - Dinner/Awards/Auction/Entertainment.
 - ONLY SPONSORS.
 - Seminars & Breakfast.
 - 5 Minutes x 2 for Speech:
 - Vendor Breakfast.
 - Tuesday Night Dinner.
 - Name on all Material:
 - Posters.
 - Name Badges.
 - VIP Hotel Room Upgrade.
 - Booth Registration + 4 Full Registrations.
 - **NEW – Executive ONE on ONE:**
 - Meet 6 top exhibitor decision makers for 15 minutes of exclusive ONE on ONE time.
 - **SPACE IS LIMITED AND WILL BE ASSIGNED ON A FIRST COME BASIS.**

\$ _____

- **Producer Sponsor:** \$2500 + Passport Giveaway, Goody Bag, & Silent Auction Item. **ONLY 4 AVAILABLE! SOLD OUT**

- **Specific-Event Sponsorship (of one of the following Premium Events):**
 - Opening Night Cocktail & Appetizers.
 - Vendor Tradeshow and Lunch.
 - Cocktail Reception prior to Gala.
 - Drinks for Tuesday Night Event.
- Each Sponsorship Includes:
 - Mention of Event Sponsor.
 - Name on Event/Verbal Recognition.
 - Name on Event Material.
 - Booth Registration + 2 Full Registrations.
 - 2 Minutes for Speech:
 - Vendor Breakfast.
 - VIP Hotel Room Upgrade (based on first come-first serve—limited number of upgrades).
 - **NEW – Executive ONE on ONE**
 - Meet 6 top exhibitor decision makers for 15 minutes of exclusive ONE on ONE time!
 - **SPACE IS LIMITED AND WILL BE ASSIGNED ON A FIRST COME BASIS.**

\$ _____

- **Director Sponsor:** \$1500 + Passport Giveaway, Goody Bag, and Silent Auction Item.

- **Specific-Event Sponsorship (of one of the following Events):**
 - Bus Transportation.
 - Vendor Breakfast.
 - Drinks for Tuesday Night Event.
 - Studio Presentations & Screenings.
 - Day 2 Breakfast and Programing.
- Each Sponsorship Includes:
 - Mention of Event Sponsor.
 - 1 Full Registration.
 - Name on Event/Verbal Recognition.
 - Name on Event Material.
 - Booth Registration.
 - 1 Minute for Speech:
 - Vendor Breakfast.

\$ _____

TOTAL DUE:

Make checks payable to North Central NATO

\$ _____

Completed form must be mailed to:

North Central NATO, 3660 Greensboro Drive, Eagan, MN 55123

Or email to: dale.haider@gmail.com

To make payment by credit card or ACH, please call 612-986-7436.

QUESTIONS:

- **Contact NC NATO Show Committee Chair:**

- Russell Vannorsdel
russell@fridleytheatres.com
515-537-8349

SHIPPING:

- **Goody Bag / Scholarship Auction / Passport Items:**

- The Palms Theatres & IMAX
c/o: Russell Vannorsdel
200 NE Westgate Dr.
Waukee, IA 50263

- **Trade Show Displays:**

- Sheraton West Des Moines
1800 50th St.
West Des Moines, IA 50266
515-223-1800

- Charges may apply.

2024 NORTH CENTRAL NATO THEATRE CONVENTION

Featuring Dine-In Cinema Summit & NAC Seminars

The 23rd North Central NATO Theatre Convention & Trade Show will be held Monday, May 13, through Wednesday, May 15, 2024, at the Sheraton West Des Moines Hotel, 1800 50th St., West Des Moines, IA 50266. During the jam-packed event, you will meet & share ideas with fellow managers & owners, learn about new products & equipment, discuss industry trends & policy, view studio trailers, and see an advance screening of a summer release or two.

TENTATIVE AGENDA

MONDAY, MAY 13

10:00AM-2:00PM- Wells Fargo Arena Tour + NAC/Lunch

2:00PM-7:00PM- Registration is Open

3:00PM-5:00PM- Board of Directors Meeting: All North Central NATO members are invited & encouraged to attend. Voting is restricted to the board members.

5:45PM-11:00PM- Opening Night Cocktail & Appetizers: Special presentations by Variety of Iowa, & Sony Studios. Followed by a screening of Angel Studios Sight. Hosted at Flix Brewhouse

TUESDAY, MAY 14

8:30AM-2:30PM- Registration is Open.

9:00AM-10:30AM- Vendor Breakfast w/ Attendees: Brief Introductions from vendor sponsors.

10:45AM-11:45PM- NATO + ITOC.

Noon-2:30PM- Vendor Trade Show w/ Lunch.

2:45PM-4:15PM- Employee Training Seminar and Panel

4:30PM-6:00PM- Independent Owners Round Table + ICA

4:30PM-6:00PM- Executive ONE on ONE

6:30PM-7:30PM- Cocktail Reception

7:30PM-8:45PM- Dinner, Presentations, Scholarship Awards & Silent Auction.

8:45PM-11:00PM- Casino Night: Music, Prizes, & the Bar is Open!

WEDNESDAY, MAY 15

8:30AM-9:00AM- Transport to The Palms Theatres & IMAX

9:00AM-11:00AM- Tour of The Palms Theatres and IMAX & Breakfast.

AI & Your Theatre - Seminar & Panel

11:00AM-1:30PM- Focus Features screening of Back to Black.

1:30PM- Transport to Sheraton.

2:00PM- Bonus Paramount Pictures screening of IF

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<https://www.facebook.com/NCNATO>

<https://www.ncnato.org/conference>

SHERATON WEST DES MOINES HOTEL

North Central States NATO Convention 2024

Start Date: Sunday, May 12, 2024

End Date: Wednesday, May 15, 2024

Last Day to Book: April 21, 2024

Special Group Rate: Sheraton West Des Moines

\$134 USD per night

[Book your group rate for North Central States NATO Convention 2024](#)