

# You have a story to tell.

NAI has the audience that wants to hear it. Share a piece of your story with NAI National Workshop participants.

Pose a question in the new 2008 NAI **“VarroBook Scavenger Hunt,”** and have an answer that makes people say, “I never knew that about you.”

Come up with a question, incorporate it into an ad that will appear in VarroBook flip books or cubes (visit [www.varrobook.com](http://www.varrobook.com) for examples), and have NAI National Workshop participants come to your booth to find the answer through conversations with you and your staff.

Alternately, if you won't be vending at the NAI National Workshop, supply the answer to your question inside an ad in the NAI Program Guide (electronic and hard-copy versions).

Either way, you'll be reaching an important audience for your business: *buyers who are motivated and eager to hear your story.*

## Here's how to play:

- Decide upon a question that will create an “ah-ha” moment when answered. Call Laura Diane at NAI for ideas!
- Pose that question within an 8.5 x 11” color ad that you design and produce as a .pdf file.
- Send that file and \$195 (\$275 for two questions), or \$95 if you are not a vendor and are using your ad in the workshop program guide and on your website as your answer “post,” to NAI to get registered as a “VarroBook Scavenger Hunt” sponsor. Registration form on back. Deadline Sept.15.
- Coach your booth staff who will be on hand to answer the hunt question(s) to maximize the opportunity to convert soft leads into real sales.

## Here's what you'll get:

- Your ad (with question) viewable in a holder at your booth and in two VarroBooks (four books if you buy two questions), displayed Tues-Thurs (November 11-13) during the 2008 NAI National Workshop in the concurrent session area across from the Exhibit Hall and in the hotel lobbies;
- Your logo with a link to your website in the NAI National Workshop website where it references the scavenger hunt;
- Your organization's name appearing in the Program Guide (electronic and hard copy versions) in reference to the scavenger hunt
- Your logo printed on scavenger hunt answer cards distributed to every conference participant as part of their registration packet.

## Enhance your vending experience

and be a part of the “VarroBook Scavenger Hunt” game during the 2008 NAI National Workshop, Oregon Convention Center, Portland, OR, November 11-13. Please use the form on back to register. Thank you for your support!

The game gives folks a specific reason to come to your booth in the exhibit hall and interact with you and your staff. The total number of hunt questions will be capped at 64.

Scavenger Hunt winners will be announced at the close of the trade show (Thursday at 2pm) and they must be present to win. Prizes will be awarded based on the most correct answers from sorted cards pulled from a hat.



**NAI 2008**  
SUSTAINING THE CIRCLE

Based on past successes in similar activities and knowledge of this particular group of people who tend to be a bit more playful than the average crowd, it is estimated that at least one half of all conference attendees will participate in the scavenger hunt. Conference attendance is anticipated to be 1,200-1,500.



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## Registration form for "VarroBook Scavenger Hunt" game

NAI National Workshop

Oregon Convention Center, Portland, Oregon

November 11-15, 2008 (Trade Show November 11-13)

- I am a vendor** and I would like to be a part of the scavenger hunt that will drive traffic to my booth in the exhibit hall during the NAI National Workshop. I want to sponsor (please check)
  - \$195, one question
  - \$275, two questions
  - \$325, three questions
- I understand that the question(s) I provide will be provocative and will be embedded within an 8.5 x 11" color ad that I will produce and supply to NAI as a .pdf file (one question per ad) no later than October 15, 2008.
- I am an advertiser** without a booth. I want to participate in the hunt and will provide a .pdf of an 8.5 x 11" ad for the VarroBook that will have my provocative question embedded within it. In addition, I will supply a .pdf of the ad for the Program Guide within which the answer to my question will appear.
- I understand that I will be charged \$95 to participate in the hunt at this level and that this is in addition to my cost for the Program Guide ad.

Signature of Representative/Date \_\_\_\_\_

Name \_\_\_\_\_

Organization \_\_\_\_\_

Email Address/phone Number \_\_\_\_\_

Mailing Address \_\_\_\_\_

### Payment

Credit Card:     Visa     Mastercard     Discover     American Express

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please invoice purchase order number: \_\_\_\_\_  
(Please supply actual purchase order with this form.)

Check payable to NAI enclosed

Please fax to (970) 484-8179 or mail with payment to:

National Association for Interpretation (NAI), Attention: Laura Diane Moore  
PO Box 2246 Fort Collins, CO 80522

Call Laura at (888) 900-8283 and she can help you over the phone.

Thanks you for your support and participation!