



Rules & Regulations

NRA Carry Guard Expo Concealed Carry Fashion Show for Men & Women

Friday, September 14, 2018

Greater Richmond Convention Center - Richmond, VA

1. Eligibility

- Product submissions are limited to companies exhibiting at the NRA Carry Guard Expo and products that are being displayed in the exhibitor's booth.
- No live or deactivated firearms will be permitted for display or modeling at the event. Only blue guns will be permitted as props.

2. Product Submission

- Product submissions are \$200 each. You may submit up to three products.
- Additional product submissions are available with event sponsorship (see #8).
- No products may be sold during the event.
- **Two identical products must be at the event for each submission:**
 - One will be modeled by exhibitor on the runway.
 - One will be placed on a display table, where exhibitors (in addition to the model) are available to speak about their product with attendees before and after the show (see #5).
 - Company logo and product name will be provided with each product display; additional props to enhance product display may be provided by exhibitor, pending the approval of show management.
- Company must provide model(s) to showcase product(s) on the runway. You may use the same model for all product submissions or have individual models with each product submission.
- There will be a maximum of 65 products featured in the Fashion Show and products must be submitted to the portal by July 31, 2018.
- 200 SWAG bags will be put together for attendees, company promotional items may be submitted. Bring items to the Exhibitor Service desk by 6:00pm on Thursday, September 13 to be included.

3. Fees

- You will receive an invoice via email upon complete product submission and approval into the Fashion Show. Payment is due upon receipt.
- No refunds will be given if participation in the NRA Carry Guard Expo Concealed Carry Fashion Show is cancelled by exhibitor.
- Product submissions are \$200 each. You may submit up to three products.

4. Online Product Submission Form – DUE JULY 31, 2018

- Only entries using the online application form will be accepted.
- Required with each product submission:
 - Product name, photo, and company logo for website and event program
 - 80-word product narrative to be read during demonstration on runway
 - 25-word product description and picture of product(s) to be included in the program
 - Name of model, as well as brief description of their runway attire (casual, formal, etc).

5. On-Site Expectations

- A dress rehearsal will be held on Friday, September 14, time and location TBD. Participation is mandatory. Additional information will be sent via email to Exhibitor POC in advance.
- Models must be in place by 5:30pm on Friday, September 14. Doors open at 6:00pm and event begins at 6:30pm.
- Exhibitors are expected to display products before and after the event in the provided area. Products must be on display tables by 5:30pm on Friday, September 14.
- Exhibitors are to staff this area when doors open at 6:00pm and remain after the event to discuss the product(s) with event attendees. Models are encouraged to also remain after the event in this area to show attendees the modeled product and answer questions. Estimated time of event completion is 8:30pm.
- Display products must be removed from the room by 9:30pm on Friday, September 14.
- You may provide SWAG bag items for 200 bags. Please bring items to the Exhibitor Services Desk on Thursday, September 13, by 6:00pm to be included.

6. Limitations

- While company personnel are expected to promote their products before and after the NRA Carry Guard Expo Concealed Carry Fashion Show from the provided display tables, no product sales are permissible.

7. Security

- The NRA is not responsible for any losses by exhibitors from theft, damage, fire or any cause other than the NRA's gross negligence or intentional misconduct.

8. Sponsorship Opportunities

- Sponsorships are available at the NRA Carry Expo Concealed Carry Fashion Show. Contact your Account Representative (see #9) if interested, quantities are limited and won't last long!
- Costs are \$5,000 and include:
 - 6 products for the Runway
 - Banner placement at event (10" x 5" – provided by sponsor)
 - Verbal recognition at event
 - Ad in event program
 - Company logo placed prominently in program, event signage, event website, and event tickets

9. Additional Terms

- Exhibitor must provide personnel to model product on the runway as well as any other material needed to showcase the product. This includes, but is not limited to, clothing, accessories, and blue guns.
- Recording is permitted during the event, but must take place in a designated area at event planner's discretion.
- If you have any questions or need more information about the NRA Carry Guard Expo Concealed Carry Fashion Show, please contact your Account Representative (Frank Smith, 717-566-8712, FSmith@nrahq.org or Scott Buck, 717-566-3279, SBuck@nrahq.org), or email Shows-Exhibits@nrahq.org.