



*Self Reliance
Expo*

EXHIBITOR PACKET



NSRO

NATIONAL
SELF RELIANCE
ORGANIZATION

INDEPENDENCE THROUGH RIGOROUS LEARNING

SRX Exhibitors,

The Annual Self Reliance Expo is a renowned event which attracts crowds from the entire multi-state region. This Expo focuses on emergency preparedness, alternative energy fuels and self reliance as a lifestyle - topics which entice over 9,000 attendees! The next Annual Self Reliance Expos are taking place in the Denver National Western Complex, September 16th & 17th, and in Salt Lake City at the South Towne Expo Center, October 7th & 8th. We would like to invite you as an exhibitor!



Your business or organization was selected for an invitation because the products and services you offer directly coincide with the objectives of the National Self Reliance Organization, which hosts this Expo. The NSRO, founded by a small group of experienced entrepreneurs, has taken on the mission to help others become more self reliant - to become independent. The NSRO is the development, aggregation and organization of tools & resources to enable people to live a self reliant lifestyle in the areas of business, finance, transportation and on a personal level.

In April, the last Self Reliance Expo was held in Denver and the response has been exceptional. We had over 9000 attendees and most of the 150 exhibitors sold out of product during the two day event. The September and October expos are focused on providing a venue for you to demonstrate your products, explain your services and reach your key demographic in the best manner possible - face to face.

NEW!! Smoking Deal on Commercials - Aarlatu Media Productions features one of the best Steadicam operators in the country! NSRO has negotiated a special expo deal with Aarlatu Media, located in Colorado. This innovative company has arranged a special package in which it will film and assemble a quality commercial about your company or product. Your new commercial will be displayed on the Expo website to help promote your company leading up to our event. Plus, you keep a copy for use online, for YouTube or for TV ads to help promote your product line and company. The quality is second to none, we really hope you'll take advantage of this offer. We sure did! Additional info about this exclusive video package offer is contained in this packet.

This packet contains the floor plan for both the Denver Expo - Sept 16-17 and Salt Lake City Expo - Oct 7-8 as well as the application/contract. There is an additional \$100 premium to be in the first 2 rows closest to the front entrance.

NOTE: Four large 20x20 booths are now available along the main entrance corridor of the Denver Expo! These will surely go fast, so please call in if you want one of these ASAP. If you have any questions, feel free to email or call the NSRO President personally.

***Booth prices are on the attached contract.**

Attendee Demographics:

- **98% are Homeowners**
- **Average Household Income \$75,000+**
- **Attendees are Your next customers – they paid to come, and they come for a reason**
- **64% Who Attend Plan to Begin their Self Reliance Program Within 30 Days – They are Making Decisions NOW**
- **24% Plan on Beginning a Self Reliance Program Within 31-180 Days**
- **12% Plan on Starting Self Reliance Preparedness within 12 Months**

One Year Membership! Registered Exhibitors for either Expo will be given one year free membership to the National Self Reliance Organization. You will receive updates, information and the opportunity to provide articles for our newsletter - which is distributed to thousands of people who are seeking the products and services you provide!

[FOLLOW ON FACEBOOK!](#) [FOLLOW ON TWITTER!](#)

If there is anything you need assistance on, please call me anytime.

Call Now To Reserve Your Spot!! [303-586-1258](tel:303-586-1258)

Ron Douglas | NSRO President

direct [303.586.1258](tel:303-586-1258) | fax [303.997.1062](tel:303-997-1062) | main [877.618.0065](tel:877-618-0065)

NSRO | Frederick, CO 80504





"All in all, the show was a huge success, and for those contemplating having a table at any future Self Reliance expo, we would say it is a must to be there."

Jeff Gleason, LPC Survival Ltd.

The [Self Reliance Expo](#) was established to help raise public awareness about living a more sustainable lifestyle and how to help yourself, your family, and also your community during urgent times.

Here are few things that previous exhibitors have said about our expos:

"We had an amazing experience at the 1st Self Reliance expo in Salt Lake City, Utah. Ron and the NSRO were easy to work with, and we had a great time networking and passing out fliers. We sold thousands of dollars of product, which helped make the trip worth the distance we came. We saw a couple thousand people pass by our booth, and passed out tons of business cards. We also met business owners who may want to carry our products, and that was something we had not expected. All in all, the show was a huge success, and for those contemplating having a table at any future Self Reliance expo, we would say it is a must to be there. Be sure to bring lots of fliers, business cards, and energy. We also plan to be at every Self Reliance expo that Ron Douglas has a part in."

Jeff Gleason, LPC Survival Ltd.

www.goberkey.com

"We thoroughly enjoyed working Ron and his team. They did a great job and were extremely accommodating of our needs. We considered the expo a solid success and are looking forward to an even bigger and better conference next year!"

Matt, The Ready Store

www.thereadystore.com

"I'm so glad that I jumped on board with this expo. Within minutes of arrival the business card holders were nearly empty and I was able to reach a new sector of a market I had never explored before. The booths with product demonstrations and cool things to tinker with got the biggest responses... that's exactly where I am putting my focus on the next expo! The NSRO team and other vendors were a blast to work with, we can't wait to come back!"

Branden Stokes, Aarlatu Media

www.aarlatu.com

"The show was fantastic for lead generation. We also ended up networking with companies we would never known existed. We are looking forward to next year. "

Hugh Vail ,Tomorrow's Harvest

www.tomorrowsharvest.com

"We had a good show. Our product is a great fit. The vendors that participated were, for the most part, very big players in the industry-this is a good thing."

B Payne, Volcano Grills

www.volcanogrills.com

"It was a really terrific expo. The Self-Reliance Organization is very well organized and did a lot of different things to attract a nice, receptive crowd. We had some great conversations with customers and developed some good leads. We also had some great conversations with the other vendors and are planning on combining efforts with a few of them on upcoming projects! Thanks Ron, Dan, and Kim for all of your help and support. You were wonderful to work with!"

Trina Boice, Multi-Pure

www.multipure.com

"The expo was really a good match for us. The attendees at the expo were exactly what we were looking for. The expo was well organized, attracted the right type of people and was extremely productive for us!"

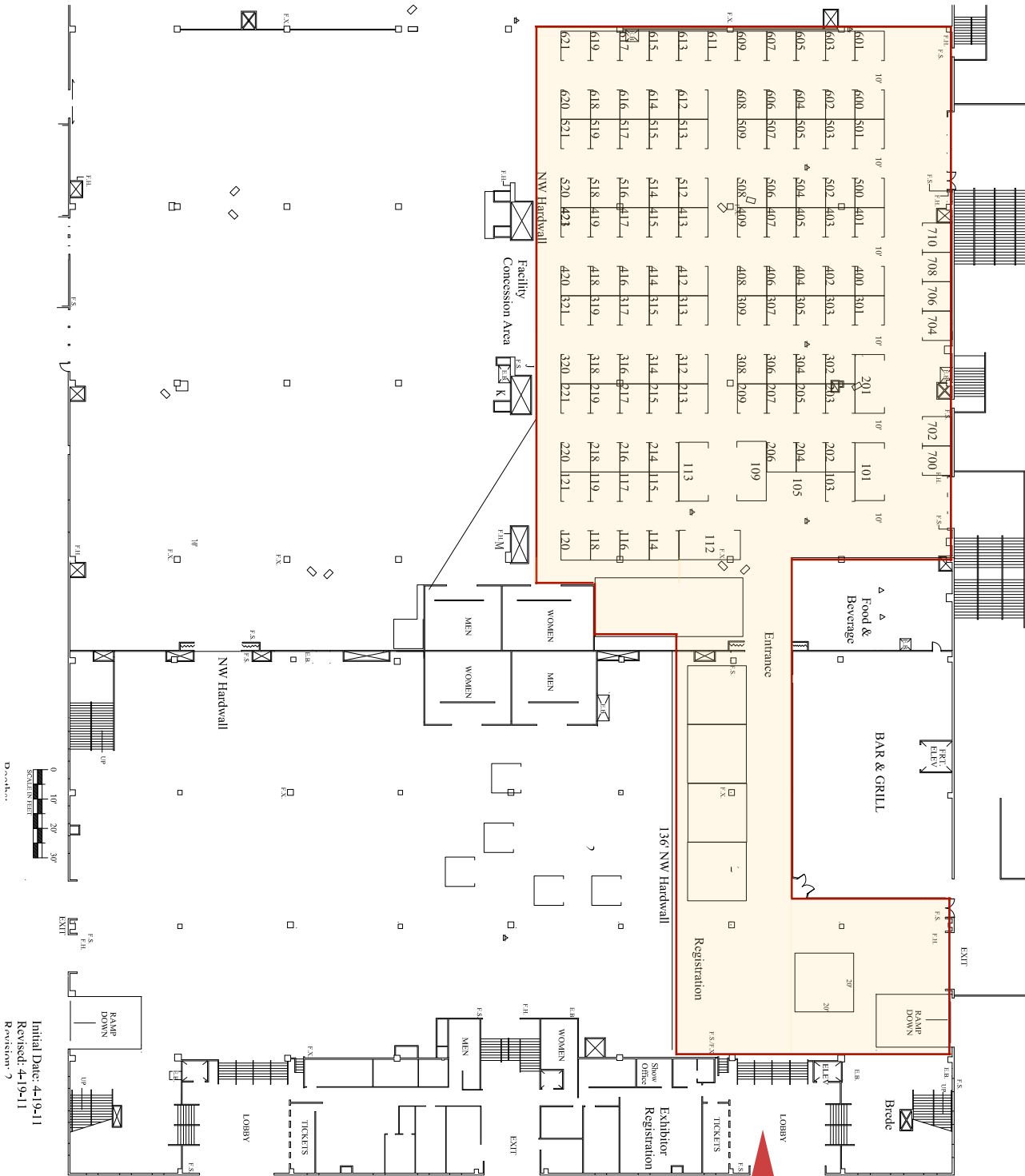
Peter Ransom, Humless

www.humless.com



DENVER EXPO FLOOR MAP

Self Reliance Expo
September 16& 17, 2011
National Western Complex, Hall of Education & Expo Hall
Denver, Colorado



Traffic Flow



Initial Date: 4-19-11
Revised: 4-19-11
Revision: 7



Self Reliance Expo

Office: 303-586-1258

FAX TO: 303-997-1062

Or Mail to:

NSRO
4853 Barn Owl Dr.
Frederick CO 80504

• We are not responsible for errors and omissions in show guides

Exhibit Space Application/Contract

- September 16-17, 2011 National Western Complex Denver, Colorado
- October 7-8, 2011 South Towne Expo Center Salt Lake City, Utah

1. Company Name _____ Cust.# _____

Contact _____ Title _____

Email Address _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cell _____

Web Address _____

2. EXHIBIT SPACE

1st Choice

BOOTH _____ SIZE _____

2nd Choice

BOOTH _____ SIZE _____

ADDED MARKETING OPPORTUNITIES

10'x10' =	100 sq. ft.	\$ 999	\$ _____
10'x20' =	200 sq. ft.	\$ 1,698	\$ _____
10'x20' = (endcap)	200 sq. ft.	\$ 1,850	\$ _____
20'x20' =	400 sq. ft.	\$ 2,500	\$ _____
20'x20' = (island)	400 sq. ft.	\$ 2,700	\$ _____
PREMIUM BOOTH LOCATION +20%			\$ _____
CORNER FEE (+\$100 Corner)			\$ _____
MARKETING OPPORTUNITIES			\$ _____
TOTAL COST OF SPACE			\$ _____

20 Amp Electric _____ \$79 LOGO ID ON FLOORPLAN _____ \$150

PRESS KIT INSERT _____ \$150 THANK YOU EMAIL BLAST _____ \$200

3. PRODUCT DISPLAYED

We will exhibit the following products and/or services
(Only the products that are listed below may be exhibited and must have Show Management approval)

4. PAYMENT

CASH \$ _____

OR

CHARGE TO MY _____ VISA _____ MASTERCARD _____ AMEX \$ _____

CREDIT CARD ACCOUNT NUMBER:

EXPIRATION DATE _____ 3 digit security code _____

CARD HOLDER'S NAME _____ SIGNATURE: _____

5. PAYMENT SCHEDULE

Check One: I authorize NSRO, LLC to charge above card for full amount. *ONLY OPTION AFTER JULY 1.

I authorize NSRO, LLC to charge card for 50% down, second half to be charged no later than August 1, 2011

I/We hereby apply for exhibit space in the above-named show. If accepted, I/We hereby agree to abide by show terms, conditions and regulations printed on the reverse side of this form.

6. Signature _____

Date _____

Terms and Conditions on Reverse Side →

Please retain a photocopy of this form for your own records.

