

## **The National Industrial Fastener & Mill Supply Expo Expands Programs in 2016**

*The National Industrial Fastener & Mill Supply Expo expands programs to create better connections for exhibitors and attendees; launches “Rising Star” program.*

The National Industrial Fastener & Mill Supply Expo (NIFMSE) is the largest industrial fastener show in North America. After the recent acquisition by the new parent company, Emerald Expositions, the show is pleased to announce the development of three new programs.

### **Program 1: Partnership Program - Invite Your Buyers**

Leveraging a partnership with Feathr, a B2B trade marketing platform, each participating exhibitor will receive their own landing page to invite their customers to the show. Through this landing page, exhibitors will be able to offer their customers a promotion of half off on their registration fee to attend the show. This program is designed specifically for exhibitors to invite their customers to visit their booth with their own “sponsored by” registration page.

### **Program 2: BYOD "Bring Your Own Distributor" Hosted Program**

The BYOD hosted program is designed for exhibitors to nominate distributors they want to see at the show that have never before attended. Exhibitors can nominate as many distribution companies as they want; if the individual company qualifies and is selected, NIFMSE then will host them on their behalf. Distributors will receive free admission to the expo, as well as a complementary two-night hotel stay at the Venetian hotel.

### **Program 3: Part 1: Rising Star Hosted Program**

The “Rising Star” hosted program allows any distributor attending the current show to nominate an additional colleague within the same company to accompany them to the show. To qualify, the nominee must: have never attended or have not attended since 2012, and is not currently registered for the show. A lucky few will receive a two-night hotel accommodation at the Harrah’s hotel and free admission to attend the expo.

### **Program 3, Part 2: Rising Star Hosted Program**

NIFMSE has also partnered with Young Fastener Professionals (YFP) to introduce the next generation of fastener professionals to NIFMSE. The show launched the ‘Young Fastener Professional of the Year’ award this year to recognize and honor a young professional under the age of forty who’s made significant contributions to the betterment of the fastener industry. In addition to the award recognition, NIFMSE will also be hosting ten new, young fastener professionals to the show that have never before attended. YFP is very excited about the collaboration and has already begun promoting the “Rising Star” program to their community. YFP will be hand-selecting the ten young fastener professionals.

### **About National Industrial Fastener & Mill Supply Expo**

Held annually in Las Vegas, NV, the National Industrial Fastener & Mill Supply Expo is the largest fastener expo in North America. Since 1981, the event continues to bring

together the manufacturers and master distributors of industrial fasteners, precision formed parts, fastener machinery & tooling and other related products and services with distributors and sales agents in the distribution chain. The event consists of an all-day conference program presented by endorsing fastener associations and a show floor with more than 600 exhibiting companies from around the world.

National Industrial Fastener & Mill Supply Expo is owned and operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 50 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. Emerald Expositions connects more than 335,000 sellers and buyers each year and operates within the U.S. in 10 end markets (Gift, Home, General Merchandise and Manufacturing; Sports & Apparel; Design; Jewelry, Luxury & Antiques; E-Commerce; Creative Services; Licensing; Healthcare; Military; and Food).

More information about the National Industrial Fastener & Mill Supply Expo can be found at [fastenersshows.com](http://fastenersshows.com).