

NACSSHOW2025



2025 BOOTH SPACE SELECTION

NACS and PEI Members

TABLE OF CONTENTS:

1. Important Notices
2. 2025 NACS Show Information (Dates/Location/Pricing)
3. How to Reserve a Booth
4. Assignment Process
5. Exhibitor FAQs
6. Checklist of Important Dates

1. IMPORTANT NOTICES:

1a. IMPORTANT CHANGES FOR 2025: As the NACS Show changes cities every year, “same as last year” planning may not apply. Some processes may change drastically. Review the Exhibitor Service Kit for all updated policies.

1b. COOKING IN YOUR BOOTH

Cooking and heating appliances must be powered through an electrical or natural gas hookup and adequately ventilated. Stoves and heaters for booth usage must be UL-approved. Nothing combustible may be placed near any heat producing appliance. UL-approved, 2-1/2-pound, ABC-type fire extinguishers are also required in such exhibits.

Special Note: If **grease** is used in the cooking display, a **Type K** fire extinguisher should be used. Specific questions about what is allowed should be directed to the McCormick Place fire safety manager at 312-791-6079.

1c. CANNABIS AND NOT LEGAL PRODUCT STATEMENT: Not Legal Products – Marijuana-derived products, products containing marijuana, and products containing not legal substances are strictly prohibited at the NACS Show. NACS will prohibit any exhibits or booth product demonstration it feels contains products that create legal risk to NACS or the show.

NACS reserves the right to decide in its sole and absolute discretion whether any product creates such legal risk. Products that create legal risk include, but are not limited to, marijuana, delta-8 THC, or any product including marijuana, delta-8 THC as ingredients. CBD and products containing CBD as an ingredient are subject to limitations on marketing and display. NACS reserves the right to exclude any CBD or product containing CBD if it determines in its sole discretion that such product or the way that such product is displayed creates legal risk for NACS or the show.

The FDA has not approved any retail products containing hemp-derived CBD that are ingestible or that make claims of therapeutic benefit/disease treatment. The FDA therefore maintains that the sale of such products is illegal under the Federal Food, Drug & Cosmetic Act. This statement may be updated over time as local, state, and federal guidelines and laws changes. For more information, please visit: <https://www.nacsshow.com/cbd>

1c. CREDIT CARD FEES: Due to the large credit card fees NACS pays and our desire to use those funds to better serve our members, a fee of 2.95% will be added to credit card payments where allowed by law. These fees will not be included for payments made with ACH or checks. Your invoice will be automatically generated and sent to the email you have provided. Remember that no exhibit spaces can be approved until payment has been received.

1d. CHANGES TO TERMS AND CONDITIONS: We have made changes to the 2024 NACS Show Terms & Conditions. Please familiarize yourself with this important document before your booth selection date. Contact your account manager if you have any questions.

2. 2025 NACS SHOW INFORMATION

2a. 2025 LOCATION:

Expo Dates: October 15-17 (Wednesday-Friday)

Conference Dates: October 14-17

McCormick Place Convention Center Chicago, IL

2b. BOOTH PRICING:

Member (NACS or PEI) -- \$38.50 per sq. ft.

Non-Member -- \$52.50 per sq. ft.

2c. EXHIBIT HALL LAYOUT: NACS has segmented the Expo Hall into five main categories to enable buyers to shop for products and services efficiently. Exhibiting suppliers must display at least 60% of product applicable for a specific area to qualify. View [product categories](#) (PDF) associated with each area. The five product areas are:

- Facility Development & Store Operations
- Food Equipment & Foodservice Programs
- Fuel Equipment & Services
- In-Store Merchandise

- Technology

2d. FLOORPLAN: Online floor plans will change frequently, so make sure to refresh the link to view the most current layout. Available booths will be noted in blue – nacsshow.com/floorplan

2e. EXHIBIT RULES AND REGULATIONS:

Booth Display Guidelines - nacsshow.com/displayguidelines

2025 Exhibit Space Terms & Conditions – nacsshow.com/exhibitterms

2f. BOOTH SIZE GROWTH LIMITATION/CAP: Booth size growth for participating exhibitors may be limited. Exhibitors must maintain the same booth size for at least three (3) consecutive years before being allowed to increase booth size. Factors that will affect booth growth may include mergers and acquisitions, broker and distributor partnerships, and booth size history. In addition, first-time exhibitors will be subject to a maximum booth size based on membership level.

2g. SMOKING AND VAPING POLICY – NOT PERMITTED INDOORS

In accordance with NACS Show policies, the McCormick Place Convention Center is a non-smoking facility. The usage of electronic cigarettes, electronic vaping devices, personal vaporizers or electronic nicotine delivery systems are not permitted within the facility.

3. HOW TO RESERVE A BOOTH

3a. LOG IN: A NACS login is required to submit your application. View the online Help Guide at convenience.org/loginhelp for instructions on creating or retrieving login credentials.

NACS username: _____ NACS password: _____

3b. SUBMIT BOOTH APPLICATION: nacsshow.com/ExhibitApp

1. Complete all required fields in online booth application
2. Select booth size
 - **New Exhibitor Area – booth size is limited to 10'x10'**
3. List booth preferred booth locations in your [product-based pavilion](#)
 - Review the online floor plan at nacsshow.com/floorplan
4. List company separation requests (limit 1 per company). *Separation cannot be guaranteed.*
5. Review Display Guidelines and the Exhibit Terms & Conditions
 - Booth Display Guidelines - nacsshow.com/displayguidelines
 - 2025 Exhibit Space Terms & Conditions – nacsshow.com/exhibitterms
6. Submit payment by credit card, check or wire transfer.
 - a. Select “Bill Me” to generate and email an invoice.
 - b. **Payment Details:** A minimum of a 50% deposit is due within 14 days of application submission. If applying on or after June 13, 2025, full payment must be submitted with the booth application.
 - c. Credit Cards Accepted - American Express, MasterCard, Visa

- d. **Credit Card Fees:** Due to the large credit card fees NACS pays and our desire to use those funds to better serve our members, a fee of 2.95% will be added to credit card payments where allowed by law. These fees will not be included for payments made with ACH or checks. Your invoice will be automatically generated and sent to the email you have provided.
- e. Company Check (due within 14 days of application submission)
- f. Wire Transfer (due within 14 days of application submission)

3c. REVIEW YOUR FINAL BOOTH ASSIGNMENT & NEIGHBORS: The floor plan will change frequently throughout the year. Avoid surprises – check back periodically to review the layout for surrounding areas. Where possible, NACS will attempt to honor competitor requests submitted on the exhibit space application. Alert your [Account Manager](#) immediately regarding any problems with your location.

4. ASSIGNMENT PROCESS

4a. MEMBERSHIP REQUIREMENT: Until June 13, 2025 only current NACS Supplier members will be eligible to apply for booth space at the 2025 NACS Show. Current members will be eligible to apply for a booth space between January 27 and May 7 based on their priority point standing. Members are notified of their selection date via email in December and January and will be sent an email the Thursday before their assigned Priority Group (Priority Group dates are always a Monday) with links and instructions. If you would like to join or renew your supplier membership you can do so online [here](#). Go to www.nacsshow.com/prioritypoints to view:

- Booth assignment schedule
- Priority group ranges and dates
- Priority point selection process
- Earning Points (bonus and penalty)

During your designated Priority Group, submit the exhibit application with payment online at www.nacsshow.com/exhibitapp. Online applications received by the application deadline will be sorted and assigned as follows:

1. Priority points (highest to lowest)
2. Priority point tie-breaker
 - Membership join date
 - Date/time stamp on application
3. Missed Submission Deadline - Any exhibitor that misses their assigned Priority Group application deadline will be placed at the bottom of their group for assignment, or at the top of the next group to be assigned.
4. Applications received after the Priority Group application deadline will be assigned on first- received, first-assigned basis.

4b. FIRST-TIME EXHIBITORS: It is strongly recommended that first-time exhibitors take

advantage of exhibiting in the New Exhibitor Area as the main areas of the exhibit hall are often sold out by the time we get to your turn in the priority point order. Exhibitors are limited to one 10x10 booth in the New Exhibitor Area. The New Exhibitor Area is sold on a different schedule than the main exhibitor area – nacsshow.com/nea

4c. EXHIBITOR FAQs: nacsshow.com/exhibit/FAQ

4d. SPECIAL NOTES:

- Online floor plans will be updated frequently starting January 29, 2025.
- Competitors - We will attempt to ensure that exhibitors are not located next to competitors that are **listed by the applicant**, however, due to space constraints, we will not force an exhibitor to accept an inferior location due to a competitive issue. Only your top competitor will be considered. Please do not list more than one.
- Companies apply for space for or with other companies – Companies are prohibited from applying for a booth for one another, except in the case when one company owns a percentage of another company. Proof of ownership may be requested for verification. In addition, the company name displayed on the booth will be restricted to only that of the eligible member company contracting booth space.
- Mergers/Acquisitions – During a merger or acquisition, points cannot be combined. The highest number of earned priority points by the parties involved will be used for space selection.

5. PRELIMINARY IMPORTANT DATES CHECKLIST

For a successful NACS Show, make sure to complete these action items.

January – May

- Submit booth application with deposit payment during your company's assigned Priority Group.
- Review online floor plan for any product/neighbor conflicts.
- Make hotel reservations and travel arrangements via Connections Housing – The **only** official NACS Housing partner.
- Purchase exhibitor marketing opportunities.
• Begin booth personnel badge registration.

June

- Submit final booth payment (**due June 13, 2025**).

July

Submit paperwork for secondary listings to be included in the printed onsite Guide (**due July 31, 2025**).

- Submit company description and listing information for printed onsite Guide (**due July 31, 2025**).
- Confirm target/assigned move-in date for freight (based on booth location).

- Place orders for show services (utilities, furniture, freight, etc.).

September

- Review final company listing on NACS Show mobile app and online exhibitor directory (**August 2025**)

An updated, detailed deadline checklist will be available July 2025 in the Exhibitor Service Kit