

NACSSHOW2021

ENERGY MARKETERS OF AMERICA **EMA** | **PEI** | CONEXXUS **X**

Chicago / McCormick Place

Event and Programs: October 5-8, 2021

Expo: October 6-8, 2021

In 2021, NACS is laser-focused on bringing the convenience & fuel industry safely back together again, in-person, at the greatest show on Earth: the NACS Show.

Latest Updates:

The 2021 NACS Show will return to Chicago. NACS selected McCormick Place because it can easily support a typical-sized NACS Show with plenty of room for us to accommodate existing and any new—social distancing guidelines from medical experts and our venue partners, while maintaining capacity limits and maximizing traffic flow.

- **The exhibit hall will have wider aisles to minimize traffic congestion and allow for social distancing**
- **Meeting rooms, general sessions, education sessions, workshops and public spaces will be reconfigured to accommodate social distancing guidelines.**

We have a schedule. At this time, NACS plans to execute the live, in-person NACS Show that everyone expects, **October 5-8**. The 2021 NACS Show will embrace our standard, historical schedule with dedicated education session times and focused exhibit hall hours.

We are ready and prepared. In 2020, NACS worked with our hotel and venue partners, as well as governing health officials, to create detailed security protocols for the execution of a safe show in October 2020 in Las Vegas. **While last year's NACS Show was cancelled, we still have our 'pandemic playbook,' strategies and health and safety procedures for reference and are already collaborating with our partners in Chicago to build on those practices and policies to ensure a safe show and extraordinary experience for all of our guests in 2021.**

In the coming weeks, a member of our team will be in touch to help guide your booth selection process and answer and questions you might have about the 2021 NACS Show. Additionally, as new information becomes available we will be updating the main FAQ tab on the NACS Show website at nacsshow.com/FAQ

Become a NACS Member and Save!

NACS supplier members **save \$1,400 per 100 sq. ft. on booth space**, receive priority booth selection and exclusive Show marketing discounts.

To learn more about the additional benefits of NACS supplier membership, visit convenience.org/suppliermembership or contact: **Nicole Walbe, nwalbe@convenience.org, (703) 518-4229.**

2021 Exhibit Hall Hours

Wednesday, October 6 10:30 am* – 5:30 pm

Thursday, October 7 10:30 am* – 5:30 pm

Friday, October 8 9:00 am – 1:30 pm

*New Exhibitor Area exhibits open at 10:30 am

Exhibitor Move-In/Move-Out

Move-In: October 2-5, 2021. The NACS Show has a targeted move-in schedule. All exhibitors will be assigned a date and time. Details will be provided in the Exhibitor Service Kit in July.

Move-Out: October 8-10, 2021. Dismantle of exhibits begins no earlier than 1:30 pm on October 8. All exhibitor freight must be removed by 3:00 pm on October 10, 2021.

Visit www.nacsshow.com/exhibit for contact information of NACS and PEI exhibit sales representatives.

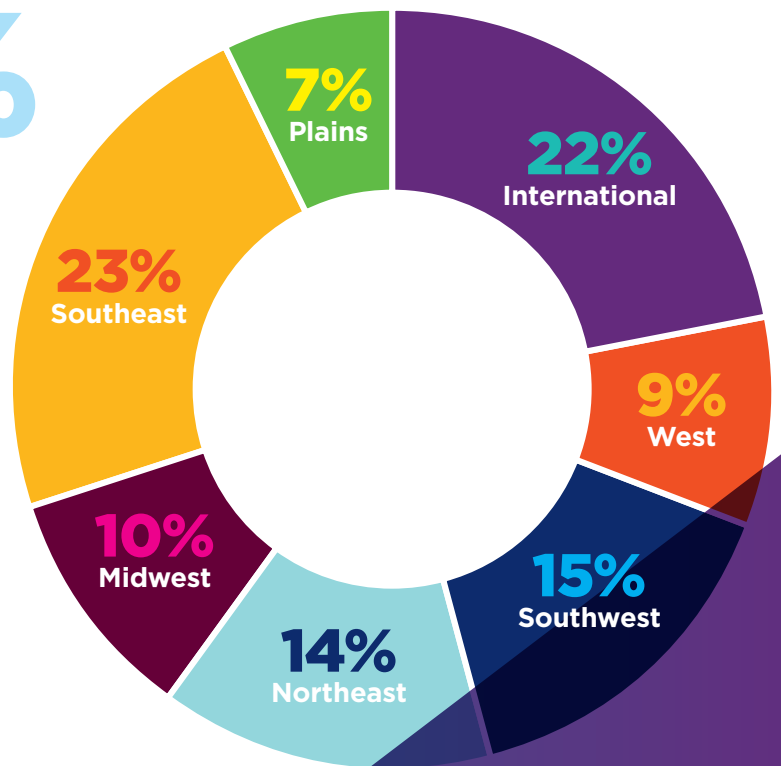
Who attends the NACS Show?

Data represents Buyers who attended the 2019 NACS Show



More than **1,250** exhibiting companies showcased their products at the sold out 2019 NACS Show.

Visit nacsshow.com/exhibitors to see the full list.



2019 NACS Show attendees came from all **50** states and **68** foreign countries.

ROI

Retailers of Influence

Top 20 Retailers Attending the NACS Show

7-Eleven
Alimentation
Couche-Tard Inc.
BP North America
Casey's General Stores
Chevron Corp.
CITGO Petroleum Corp.

ConocoPhillips/
Phillips 66
Cumberland Farms
EG Group (U.S. HQ)
Exxon Mobil Corp
GPM Investments, LLC
Kwik Trip Inc.

Marathon Petroleum Corp.
Pilot Flying J
QuikTrip Corp.
RaceTrac Petroleum, Inc.
Shell Oil Co./Motiva Enterprises LLC

Sunoco LP
Valero Energy Corp.
Wawa Inc.

Source: Convenience Store News, July 2019.

Booth Fees

- **For NACS and PEI members:**
\$36.50 per square foot.
- **For non-members:**
\$50.50 per square foot
- **NACS Supplier Membership Fee:**
\$1,100.00 per year Membership with NACS and/or PEI must be maintained through October 2021 to qualify for the member booth rate.

What's Included in Booth Fees

- **High draped back wall** (8 ft.), and 3 ft. high draped side rails (in-line booths)
- **Standard 7"x 44" booth sign** (in-line booths)
- **Aisle carpet** throughout the exhibit hall
- **A comprehensive Exhibitor Service Kit**
- **A complimentary company listing** on nacsshow.com, NACS Show Onsite Guide, NACS Show mobile app, and floor plan (if materials are received by print deadlines)
- **Three badges for booth personnel** per 100 sq.ft. reserved. Badges must be registered on or before October 3, 2021.
Note: Booth floor covering is mandatory and must be provided by the exhibitor (not included in the booth fee).

Display Guidelines

A complete list of booth display guidelines for various booth layouts, hanging sign height restrictions, and truss height requirements can be downloaded and viewed at nacsshow.com/displayguidelines.

How Booth Space is Assigned

NACS Show exhibit space is assigned in "Priority Points" order. Only NACS and PEI Members will qualify for Priority Point selection (March - May 2021). Priority Groups have been created for booth selection. Qualifying exhibitors will select within their assigned group based on priority points accumulated. Point totals and Priority Groups were communicated in January 2021 to designated tradeshow and key contacts of member companies. Visit nacsshow.com/exhibit for the most current information.

Accumulation of Priority Points

Point accumulation is based on NACS and PEI membership and exhibitor engagement since 2004. The Priority Points reward loyal exhibitors and members of both organizations with

weighted emphasis on membership and tradeshow participation. For more details, go to nacsshow.com/prioritypoints.

Submitting an Application

Applications must be submitted online at nacsshow.com/exhibitapp. Access to the application will be granted based on current membership status and priority points earned. For additional details and floor plans, go to nacsshow.com/boothselection.

Any exhibitor that misses its 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.

After priority pre-selection and current member space assignments, exhibit space sales will open up to all suppliers (June 2021).

New Exhibitor Area

Our retailers asked. We answered! Your new products and services are the #1 reason retailers from around the world come to the NACS Show. The New Exhibitor Area is designed to concentrate all of our new and exciting exhibitors into one high-traffic, high-energy, can't-miss area of the exhibit hall.

The New Exhibitor Area features extra benefits like extended show floor hours, a dedicated entrance and plenty of promotion and publicity to keep traffic flowing and interest strong throughout all three days of the NACS Show. If you are a new exhibitor at the NACS Show, we want your first experience to be huge success!

Space in the New Exhibitor Area is limited and is based on eligibility and space availability.

What you get:

- **10' x 10' exhibit space**
- **Extra, dedicated expo hours** for this section only:
10:30 am - 11:30 am on day 1 (1 additional hour)
10:30 am - 11:30 am on day 2 (1 additional hour)
- **Prominent marketing** to retailers about this new area
- **New exhibitor guide** distributed at the Cool New Products Preview Room (the NACS Show's top destination)

***NACS supplier membership applies only to organizations, not to individuals within an organization. Should an individual CEO/Owner/ Founder/Executive or any individual with qualifying ownership stake in an organization create a new organization, it would be considered a first-time exhibitor based on the new membership (former organization's membership can't be transferred).**



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2021 Preliminary Schedule*

TUESDAY, OCTOBER 5

7:30 am – 5:30 pm Registration

10:00 am – 5:30 pm Cool New Products
Preview Room (Retailers Only)

12:00 pm – 3:30 pm Education Sessions

5:30 pm – 7:00 pm Kickoff Party
(Ticketed Event)

WEDNESDAY, OCTOBER 6

7:30 am – 5:30 pm Registration

8:00 am – 11:30 am
Cool New Products Preview Room
(Retailers Only)

8:00 am – 9:55 am Education Sessions

10:00 am – 11:15 am General Session

10:30 am – 5:30 pm New Exhibitor Area

11:30 am – 5:30 pm EXPO (All Exhibits)

11:30 am – 5:30 pm Cool New Products
Preview Room

THURSDAY, OCTOBER 7

7:30 am – 5:30 pm Registration

8:00 am – 5:30 pm Cool New Products
Preview Room

8:00 am – 9:55 am Education Sessions

10:00 am – 11:15 am General Session

10:30 am – 5:30 pm New Exhibitor Area

11:30 am – 5:30 pm EXPO (All Exhibits)

FRIDAY, OCTOBER 8

7:30 am – 1:30 pm Registration

8:00 am – 1:30 pm Cool New Products
Preview Room

8:00 am – 9:00 am General Session

9:00 am – 1:30 pm EXPO
(New Exhibitor Area and Main Exhibits)

*Schedule subject to change.
Please visit nacsshow.com for updates.

CBD and Not Legal Product Statement

The NACS Show welcomes exhibitors who are selling legal products in a legal manner. NACS does not independently evaluate the legality of the products shown in the exposition but any product of which NACS becomes aware that is not a legal product or that is not being offered in a legal manner will be removed from the NACS Show.

Not Legal Products

Marijuana-derived products, products containing marijuana, and products containing not legal substances (e.g. kratom) are strictly prohibited at the NACS Show.

Products Containing CBD

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.

For additional details go to nacsshow.com/CBD.

