

NACS SHOW GENERAL INFORMATION

SHOW LOCATION AND HOURS

LOCATION

Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
w: www.lvcva.com **p:** (702) 892-0711

EXHIBIT HOURS

Tuesday, October 8, 2024	10:30am – 5:30pm (New Exhibitor Area) 11:30am – 5:30pm (Main Exhibits)
Wednesday, October 9, 2024	10:30am – 5:30pm (New Exhibitor Area) 11:30am – 5:30pm (Main Exhibits)
Thursday, October 10, 2024	9:00am – 1:30pm (All Areas)

NACS SHOW CONTACTS

NACS

1600 Duke Street
Alexandria, VA 22314
p: (703) 684-3600
w: www.convenience.org
w: www.nacsshow.com

NACS EXHIBITS TEAM

Contact us with any booth-related questions.

Jessica Hayman (NACS)
In-Store Merchandise
jhayman@convenience.org

Anna Serfass (NACS)
New Exhibitor Area
aserfass@convenience.org

Laura Miller (NACS)
Facility Operations, Foodservice,
Technology, Meeting Space
lmiller@convenience.org

Julie Shank (PEI)
PEI Priority Club and
Fuel Equipment & Services
jshank@pei.org

Jeff McQuilkin (NACS)
Hunter Club Exhibitors
jmcquilkin@convenience.org

NACS EXHIBITOR TECH SUPPORT

Update Exhibitor Listing, Online Directory, and Mobile App

Trent Hoffman (Map Your Show)

thoffman@mapyourshow.com

- Access Online Exhibitor Dashboard: www.nacsshow.com/exhibitorportal

COOL NEW PRODUCTS

The Cool New Products Preview Room is a must for anyone launching a new product into the convenience channel.

Nicole Walbe

nwalbe@convenience.org

- Learn more: www.nacsshow.com/CNP
- Order Cool New Products: www.nacsshow.com/exhibitorportal

NACS SHOW OFFICIAL PUBLICATIONS & CONTRACTORS

GENERAL SERVICE CONTRACTOR

Questions regarding material handling, furniture and carpet rentals booth installation & dismantling, labor, electrical, hanging signs and any other Freeman forms, can be directed to Freeman. All Freeman information can be found online at

<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=528663&referer=s>

Freeman

Exhibitor Support

Phone: (888) 508-5054 | Fax: (469) 621-5604

Contact Us: <https://www.freemanco.com/store/faqs#contactUS>

- Order online: <https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=528663&referer=s>

REGISTRATION AND LEAD RETRIEVAL (BADGE SCANNING)

NACS Registration

Maritz

Phone: 469-513-9489

Email: exhnacs@maritz.com

- Attendee Registration: www.nacsshow.com/register
- Exhibitor Registration: www.nacsshow.com/exhibitorReg

Lead Retrieval System/Badge Scanning

Maritz

Phone: 877-623-3487

Email: ExhibitorServices@maritz.com

- Order online: <https://exhibitor.swap.mge360.com/>

HOUSING/HOTEL RESERVATIONS

The only NACS Official Housing Vendor is Connections Housing

NACS Housing

Connections Housing

Phone: (404) 371-3394

Email: nacshousing@connectionshousing.com

- Book: www.nacsshow.com/hotels

Buyer Beware: Be cautious if dealing with any housing companies or services that imply or claim an affiliation with the NACS Show. **Connections Housing** is the only official NACS Show housing Company.

- Connections Housing will never ask for full non-refundable payment. Always ask a company that approaches you “Are you the official NACS show Housing Company? Do you require pre-payment?”
- Please be vigilant when dealing with an unauthorized travel company; many are not legitimate companies, and most do not deliver as promised.
- Reservations made through an agency other than Connections Housing will be at your own risk.
- If you are contacted by another housing company trying to sell hotel rooms, please notify Show Management at aburke@convenience.org

Exhibitor testimonial: “I had to pay a 50% non-refundable deposit to get 20 rooms at the downtown hotel I wanted at a very low rate. When I contacted this [unaffiliated housing] company with some change requests, they told me that my entire group had been moved to a hotel in the suburbs.”

AUDIO VISUAL EQUIPMENT/EVENT TECHNOLOGY

Freeman

Phone: (888) 508-5054 | Fax: (469) 621-5610

Contact Us: avservices@freemanco.com

- Order online:
<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=528663&referer=s>

BUSINESS SERVICES / FEDEX

FedEx Office - Las Vegas Convention Center

3150 Paradise Road

Las Vegas, NV 89109

8am-5pm daily; located near the main entrance of Central Hall

Phone: (702) 943-6780

CATERING / FOODSERVICE / SAMPLING (EXCLUSIVE PROVIDER)

Sodexo Live! - Las Vegas Convention Center

North Hall Contact: Stephanie Duvall

Email: Stephanie.duvall@sodexo.com

Central Hall Contact: Autumn Naffa

Email: Autumn.naffah@sodexo.com

ELECTRICAL / PLUMBING / CABLE SERVICE (EXCLUSIVE PROVIDER)

Freeman

Phone: (888) 508-5054 | Fax: (469) 621-5604

Contact Us: <https://www.freemanco.com/store/faqs#contactUS>

Order online: <https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=528663&referer=s>

FLORIST

Floral Expositions, Inc.

7453 President Drive

Orlando, FL 32809

Phone: (407) 961-6531

Email: orders@floralexpo.net

INTERNATIONAL SHIPPING – FREIGHT FORWARDER

Freeman Transportation – FT

Email (International): international.freight@freeman.com (Best way to communicate US and Canada)

Phone - US/Canada Toll Free: (800) 995-3579

Phone – International: (817) 607-5183 (International Message Center)

INTERNET / TELECOMMUNICATIONS / WIFI (EXCLUSIVE PROVIDER)

Cox Business – Las Vegas Convention Center

Phone: (702) 943-6500

- Order online: <https://www.tradeshows.coxhn.net/>

LAS VEGAS CONVENTION CENTER – LAS VEGAS

Contact: Scott Newcomb, CEM

Phone: 702-892-2943

Email: snewcomb@lvcva.com

www.lvcva.com

PHOTOGRAPHY

The Eelpond Photo Group

Phone: (508) 360-2050

Email: ed@eelpondphotogroup.com

www.eelpondphotogroup.com

REFRIGERATION / WARMER DISPLAY EQUIPMENT

Lowe Refrigeration

Phone: (770) 461-9001 | Fax: (770) 461-8020

Email: info@loweusa.com

<http://www.lowerental.com/us>

SECURITY

Special Operations Associates, Inc. of Nevada

Contact: Eric Wolfe

Phone: (702) 386-8065 | Mobile: (702) 491-2733

Email: soa@soasecurity.com

www.soasecurity.com

FREQUENTLY ASKED QUESTIONS/INFORMATION

CONVENTION CENTER – LAS VEGAS CONVENTION CENTER POLICIES/UTILITY ORDERS/SERVICES/GENERAL INFORMATION

Detailed information regarding LVCVA service – see list below – can be found in your Exhibitor Portal (www.nacsshow.com/exhibitorportal) in the Facility Information Section of the Exhibitor Service Kit.

- Service & Guidelines
- Internet Services
- Telephone Services
- Wireless Internet
- Electrical and Plumbing Services
- Exhibitor Bill of Rights
- ASUV Program
- Freight & Truck Marshalling
- Exhibitor Prepaid Parking
- Campus Map
- Food & Beverage

DECORATIONS/SHOW COLORS

The NACS Show product areas are themed by color to aid in attendee navigation.

Exhibit Category/Product Area	Aisle Carpet Color	Drape Color (inline booths)
Facility Operations	Gray	Gray and White
Foodservice	Plum	Plum and White
In-Store Merchandise	Blue	Blue and White
Fuel Equipment & Services	Red	Red and White
Technology	Black	Black and White

EXHIBITOR BOOTH FEES INCLUDE:

- 8' high back drape and a 3' high side drape (Color varies based on your location.)
- 7" x 44" booth identification sign (In-line Booths Only)
- Aisle carpet (Color varies based on location). Note: your booth is not carpeted. Booth carpeting/floor covering is mandatory and is the responsibility of the exhibiting company. NACS will order carpeting for any booths without a floor covering, at the exhibiting company's expense. (See [NACS Terms & Conditions](#))
- Aisle cleaning before the show opens and each evening. This does NOT include booth cleaning.
- Dishwashing facilities
- Perimeter Security
- Company listing in the 2024 NACS Show Onsite Guide, online at www.nacsshow.com and the NACS Show mobile app
- Badge Registration
 - Three (3) Booth Personnel Badges per 100 square feet (if registered by deadline, October 5, 2024)

- Two (2) Additional Booth Personnel Badges per 100 square feet at \$95/badge (if registered by deadline, October 5, 2024)
- Onsite floor managers for your assistance
- Shuttle bus service will be provided to/from official NACS hotels and LVCVA

EXHIBITOR SERVICE CENTER

The Exhibitor Service Center will be staffed throughout Move-in, Show days and Move-out. There will be a Service Center in both the North and Central Halls.

Questions regarding material handling, furniture and carpet rentals, booth installation & dismantling, labor, hanging signs and any other Freeman forms, can be directed to Freeman: <https://www.freemanco.com/store/faqs#contactUS>

INSTALLATION AND DISMANTLE INFORMATION

Installation and Move-In Hours

Exhibitors will be allowed access to the exhibit hall for set-up during the following hours:

Thursday, October 3	12:00pm – 5:00pm
Friday, October 4	8:00am – 5:00pm
Saturday, October 5	8:00am – 5:00pm
Sunday, October 6	8:00am – 5:00pm
Monday, October 7	8:00am – 5:00pm*
Tuesday, October 8	8:00am – 10:00am

*All booths must be set by 5:00pm, Monday, October 7th

- EXHIBITORS WILL NOT BE ALLOWED TO SET TRASH IN THE AISLES AFTER 8AM ON TUESDAY, OCTOBER 8. ANY EXHIBITOR PLACING TRASH IN THE AISLE AFTER THAT TIME WILL BE CHARGED FOR PORTER SERVICE TO REMOVE THE TRASH.
- Overtime rates will apply 5:00pm to 8:00am on each day of move-in. Overtime rates will apply all day, Saturday, October 5 and Sunday, October 6.
- All empty crates will be removed by 8:00pm, Monday, October 7 to allow for the laying of carpet and completion of exhibit hall preparation on Monday night and Tuesday morning.
- Move-in of freight will take place according to the TARGETED MOVE-IN indicated on the floor plan located in the Shipping & material handling section of the Exhibitor Service Kit found in the exhibitor portal (www.nacsshow.com/exhibitorportal)
- **Children Prohibited During Installation/Dismantle** - Please note: No one under the age of 16 will be admitted in the exhibit hall during published Move-in and Move-out hours. ABSOLUTELY NO EXCEPTIONS.

SPECIAL MOVE-IN INFORMATION

- **Advance Warehouse Shipments** – Warehouse freight will be moved into the hall first.
- **Direct to Show site Shipments** – Freight sent directly to the Show site will be delivered to your booth on your targeted move-in day (See Targeted Floor Plan – Shipping & Material Handling).

- **Vehicles in Booth** – If your company is going to have a vehicle in the booth, please complete the Vehicle Notification Form in the Additional Services section and the Mobile Units/Motorized Vehicle Form in the Freeman section of the Exhibitor Service Kit located in the Exhibitor Portal. (www.nacsshow.com/exhibitorportal)
- **Booth Installation “Show Ready” Deadline** – Any booth not occupied by 5:00pm, Monday, October 7 will be considered abandoned (unless show management has been otherwise notified in writing AND has acknowledged the notification in writing).
 - Unoccupied/unfinished space will be forfeited by the exhibitor, and such space may be carpeted into a lounge, resold to a company on the wait list, or otherwise assigned by NACS.
 - Any monies paid will be forfeited without refund of any payment to the exhibitor by NACS.
 - If there is a display in the booth and the General Service Contractor must set up the booth or “force the booth”, the exhibitor will be responsible for the cost incurred by Show Management
- **Early Dismantle of Booth** – Priority Points Penalty for abandoned booth: Full deduction of all points earned for the event (5 for participation, plus 1-3 points for booth size)-maximum value 8 points. Please refer to the NACS Show Priority Point Penalty Assessment at www.nacsshow.com/prioritypoints
- **Additional Move-In Time** – If your company requires additional move-in time, please complete the Target Change Request form in the Shipping and Material Handling section of the Service Kit. Requests must be received no later than September 4, 2024, to Marisol.Mercado@freeman.com & David.Grimes@freeman.com.

DISMANTLING AND MOVE-OUT HOURS

Thursday, October 10*	1:30pm – 11:59pm
Friday, October 11	8:00am – 5:00pm
Saturday, October 12	8:00am – 5:00pm

*Freeman will begin returning empties as soon as the aisle carpet has been removed from the exhibit floor. Due to the volume of empties and building construction, this process could take 8-11 hours before all empties returned. Please plan labor accordingly.

All exhibitor materials must be removed from the exhibit facility by 5:00pm, Saturday, October 12. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline please have all carriers check-in by 12:00pm, Saturday, October 12.

Overtime rates will apply 5:00pm to 8:00am on each day of move-out. Overtime rates will apply all day, Saturday, October 12.

SPECIAL MOVE-OUT NOTES

- No exhibits or displays can be dismantled, or begin to be dismantled, packed up, broken down etc., before the official close of the Show on Thursday, October 10, at 1:30pm.
- Based on recommendations from the NACS Convention Committee and the approval of the Exhibitor Advisory Committee, any exhibitor tearing down early will be penalized by full deduction of all priority points earned for the event (5 points for participation, plus 1-3 points for booth size-maximum value 8 points) and participation at future NACS Show may be jeopardized.
- To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made at the Freeman Service Center during the Show or in advance using the Freeman order form (Freeman Services section).

- Exhibitor-Appointed Contractor labor is not permitted on the show floor until 1:30pm and must be properly badged.
- EAC gang boxes and ladders are not permitted on the Show floor until 2:15pm to allow Freeman time to pull the aisle carpet.
- The deadline for removal of display material is 5:00pm, Saturday, October 12.

Move-Out will begin at 1:30pm, Thursday, October 8. Although Freeman will make every reasonable attempt to deliver empty crates in an expedient manner, please be advised that it may take 8-11 hours for rolling up of the carpet and empty crate delivery.

EXHIBIT HALL ACCESS

During installation and dismantle hours, registered exhibitors may enter the exhibit hall by showing their badge to the security personnel. Exhibitor-Appointed Contractor labor personnel must obtain a wristband from the Security Desk. (Please refer to the Exhibitor Appointed Contractors section for details regarding EAC registration and permits)

During the days of the Exposition, exhibitors will be admitted to the Exhibit Hall two hours prior to and one hour following official Show hours.

Early Exhibit Hall Access (Preparation) - Exhibitors requiring additional time for deliveries, cooking and food preparation must obtain permission from Show Management, **no later than September 9, 2024.**

- REQUESTS MUST BE SUBMITTED IN WRITING, BY EMAIL TO:
ASERFASS@CONVENIENCE.ORG

ADDITIONAL HELPFUL INFORMATION

ACCESSIBLE STORAGE

If you require accessible storage for materials, order through Freeman. Please see the Accessible Storage Order form in the Freeman Service section of the exhibitor service kit, online at www.freemanco.com/store or you can arrange for this onsite at the Exhibitor Service Center. The LVCVA Rules and Regulations prohibit the storage of empty cartons in or behind your booth backwall, and also state that you may keep a one-day supply of advertising materials, product or giveaways in your booth, but not behind your backwall.

ANNOUNCEMENTS

Daily announcements will be made during move-in and move-out to keep exhibitors informed of exposition operations that affect the logistics of the Show. The only announcements made during the official Show days will be at the opening and closing of the show and for public safety announcements.

CHILDREN IN THE EXHIBIT HALL

Move-in and Move-out Days:

No children under the age of 16 will be allowed in the exhibit hall during move-in or move-out hours. This includes infants. During move-in and move-out the exhibit hall is a busy and sometimes dangerous place to be. Forklifts, crates, heavy boxes, and equipment all pose potential hazards. NACS will strictly enforce this policy to ensure a safe move-in and move-out. No exceptions will be made under any circumstances.

Show Days:

Children under the age of 16 will not be permitted to represent exhibitors in the exhibit hall at any time.

CLEANING EXHIBIT SPACES

Show Management provides aisle cleaning and cleaning crews for general exhibit hall clean up before the opening of the Show and each evening. Exhibitors must arrange, at their expense, for their own individual booth cleaning (www.freemanco.com/store). Exhibitors serving food must arrange for suitable refuse containers to ensure that food is prepared and discarded under the most sanitary conditions possible. Please be advised that while carpet, whether exhibitor provided or ordered from the decorator, is installed clean, debris from set up and daily traffic may necessitate cleaning prior to Show opening and daily.

CRATE REMOVAL, STORAGE AND RETURN

Freeman provides removal, storage, and return of empty crates, boxes, and cartons. "Empty" stickers will be available at the Exhibitor Service Center. Crates and boxes displaying an "empty" sticker will be removed and stored until the close of the Exposition. At the close of the Show, the crates and boxes will be returned to your booth. The Convention Center prohibits the storage of materials behind your booth.

DISHWASHING FACILITIES

There will be dishwashing facilities available. Exhibitors MUST use these areas only to clean up dishes or equipment utilized in food preparation and product sampling. The use of public restrooms for dishwashing purposes is strictly prohibited.

- Drains in your booth are for water ONLY
- Scrape all dishes off thoroughly
- NO dishwashing stations are permitted in your booth
- Washing/rinsing/sanitizing in a temporary tub is permitted in your booth
- Temporary Tubs must be emptied in the designated dishwashing facilities ONLY

You are financially responsible for any damages that may be caused by washing dishes in your booth.

Freeman can assist you with your plumbing needs at (888) 508-5054 or online:

<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=528663&referer=s>

EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors must register their EAC's at www.nacsshow.com/contractorform. Please refer to the Exhibitor Appointed Contactor section of this kit for more details, forms to complete and permits to apply for.

EXHIBITOR BADGE PRICING

To take advantage of the booth personnel badges that are included with the booth (3 badges per 100 square feet purchased, option to purchase up to 2 more per 100 sq. ft. for \$95 each), register badges no later than October 5, 2024. After October 5, 2024 onsite registration rates apply. Register badges at <http://www.nacsshow.com/exhibitorportal> or www.nacsshow.com/ExhibitorReg.

Booth Personnel Badges come with an option to upgrade to Full Registration Badges (includes access to sessions and official show networking events) for an additional \$200 per badge if registered by the October 5 deadline.

FIRE AND LIGHTERS REGULATIONS

The LVCVA has very specific fire regulations/restrictions. Detailed facility guidelines are available in the Facility Information section at www.nacsshow.com/servicekit.

FIRST AID

First aid stations will be available from the first day of move-in until the last day of move-out.

FLOOR MANAGEMENT

Floor managers will be available to assist you from move-in through move-out. Each floor manager will be responsible for a specific exhibit area. There will be floor manager service desks located strategically on the show floor. Information will be provided on-site as to how to reach your floor manager.

HANGING SIGNS

All hanging signs need to be reviewed and approved by both NACS and Freeman no later than August 9. All electrical and non-electrical hanging signs regardless of the weight must be hung by Freeman Services.

In addition to Freeman a copy of the following information should be sent to NACS to aserfass@convenience.org:

- Hanging sign graphics, renderings or schematics
- Hanging sign dimensions
- Total hanging sign weight

INSURANCE AND LIABILITY

Exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and must comply with any/all laws, rules or regulations related to booth installation/dismantling. Exhibitor must have a commercial general policy of no less than \$1,000,000 naming NACS and LVCVA as additional insured. This policy must be made available upon request.

The exhibitor and its authorized contractors agree to carry adequate personal and property damage liability and worker's compensation insurance and to indemnify and hold harmless NACS, Freeman, Sodexo Live! and LVCVA officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, cost and charges of every kind, including attorneys' fees resulting from its occupancy of the exhibit space contract for, by reason of person injuries, death or property damages sustained by any person. Certificates of insurance must be furnished by the exhibitor if requested by NACS and must be available onsite during the show. Failure by NACS to request proof of insurance shall not relieve exhibitor from carrying proper coverage.

The exhibitor understands that neither NACS nor LVCVA maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

NACS and all organizations and individuals employed by or associated with the 2024 NACS Show will not be responsible for injury or damage that may occur to an exhibitor, his/her

employees or agents, nor to the safety of any exhibit or other property due to theft, fire, accident, or any other destructive causes.

NACS is not responsible for any theft of property. NACS and its employees or contractors assume no liability for loss or injury due to theft, fire, accident, or any other destructive causes. We strongly suggest that you obtain a rider to your existing insurance policy to protect your booth/product from the time it leaves your warehouse to the time it returns. Please also refer to the 2024 NACS Show Terms & Conditions (www.nacsshow.com/exhibitterms).

UNION JURISDICTIONS/EXHIBITOR RIGHTS

Show Management has selected Freeman to be the Official Services Contractor for the NACS show. As the Official Services Contractor, Freeman has the responsibility for material handling, all suspended rigging and booth cleaning services.

Please contact Freeman directly for detailed information on Union Regulations.

MOBILITY (SCOOTER / WHEELCHAIR RENTALS)

FedEx Office Business Center

Phone: (702) 733-2898

MULTI-LEVEL OR COVERED BOOTHS

It is the responsibility of the EAC and anyone erecting a structure to ensure that all rules within this section is followed. The EAC has the responsibility to work with the client to ensure booth plans, as required by this section, are submitted to the Safety and Fire Prevention Office no later than 30 days before the first day of move-in for the event. Plans used for prior shows must be resubmitted for approval each time for the upcoming show.

Plans must be submitted in CAD format via email to boothplans@lvcva.com

PARKING REGULATIONS

The current parking fee is \$15 per space, with in and out privileges. Cash or credit cards are accepted. Anyone leaving the property and planning to return the same day can show their paid parking receipt for reentry. Reentry is subject to availability.

Overnight parking is prohibited on property. Vehicles left on the property overnight will be towed at the owner's expense.

Attendees and exhibitors are encouraged to take advantage of the complimentary NACS shuttles from the official hotels.

PHOTOGRAPHY REGULATIONS

NACS will allow cameras on the Show floor. Exhibitors and attendees may take pictures within the Show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at NACS are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays.

PRIORITY POINTS PENALTIES

Please refer to the NACS Show Priority Point Penalty Assessment document found in the General Information section of this kit or www.nacsshow.com/prioritypoints.

SAMPLE (FOOD/BEVERAGE) DISTRIBUTION/PREPARATION/COOKING

All food/beverage samples being distributed must be manufactured or produced directly by the exhibitor. Before any samples can be distributed, you must notify Sodexo Live! and obtain their approval. The Sample Authorization Form is in the Facility Information & Order Forms section of the Exhibitor Service Kit.

For public safety, the Southern Nevada Health District (SNHD) in Las Vegas has very strict rules and requirements to govern the safe preparation and handling of open food and beverages. ***Hot water handwashing stations and workspace sanitizing stations are required in each booth providing opened samples.*** These policies have been in place in Las Vegas since 2010.

- View the [SNHD food booth safety checklist](#) (PDF)
- Additional details regarding the purchase of handwashing and sanitizing kits will be available in the exhibitor service kit in the Facility Information & Order Forms
- The Southern Nevada Health District considers the use of CBD oil in food to be an adulterant, which is prohibited.

Factory sealed samples are exempt from these regulations.

Distribution Tips

It is never easy to determine the quantities of sample products you should bring to the show. The NACS Exhibitor Advisory Committee and the NACS Exhibits Staff have developed some questions that you might want to ask yourself when determining sample quantities.

- How many attendees are expected to attend the show?
- At the 2023 NACS Show in Atlanta, there were about 24,000 total attendees.
- Why are you sampling? What is your overall objective?
- Who is your sampling audience?
- How are you going to sample?
- What are you sampling? Is it a give-away/take-away vs. an immediate consumption item?

Other items to consider:

- Location of your booth
- Who are your competitors and are they exhibiting at the Show?
- Are you engaging in other activities to bring traffic to your booth, i.e., a pre-show promotion?
- Is this a new item?

Housekeeping

Freeman housekeeping service cleans the aisles. It is up to the exhibitor to keep the exhibit booth clean. A porter service is available for special cleaning, and this service is recommended to all exhibitors sampling food and/or beverage items. You can order cleaning services by going to www.freemanco.com/store.

Leftover Food

After the Show closes, extra food products may be donated for distribution to a charitable organization. Information and procedures will be available on-site.

Public Health Officials

Food should be prepared under the most sanitary conditions. In the event you are contacted by a public health official, check with the floor manager immediately before acting on complaints or suggestions.

Trash Receptacles

Trash receptacles are positioned throughout the hall to keep the Show clean, not to replace an exhibitors' need for porter service in their booth. If you will need periodic porter service to remove trash from your booth, please contact Freeman.

Exhibitors found excessively using common area trash receptacles for booth-generated trash will be charged for porter service.

SECURITY

NACS will provide 24-hour perimeter security service from installation through dismantle. The furnishing of such service is not to be interpreted by exhibitors as guaranteeing them against theft or loss of any kind. Exhibitors are responsible for the security of their displays and personnel at all times. If you require additional security, please see the order form in the additional Services section.

Security Precautions:

Your company and NACS can be assured of a more secure and successful event if you follow a few simple precautions:

- Don't make your hi-tech equipment and perishable items easily identifiable. Mislabel/identify your packages or use a dark plastic to shrink wrap your materials, especially perishable items that can easily be identified as product for consumption. Don't make your product a temptation for laborers on the floor!
- Ship products, materials, equipment, etc. in locked trunks or crates. Make sure all labels are properly filled out on your trunks and crates that are shipped or to be stored.
- When utilizing cartons, be sure they are securely taped and/or banded. Do not mark on the outside of the crate what the contents are inside.
- Do not leave your booth unattended, particularly during move-in and move-out. Take inventory of your products during these times.
- Never leave laptops, briefcases, and purses unattended or out in the open.
- Keep small portable products out of sight, locked up or take them with you when you leave the exhibit hall.
- Utilize security cages or hire private booth security.
- Report any suspicious person(s) in the exhibit area.
- Report any thefts immediately to the Security Office and/or Show Management Office.
- Pack as quickly as possible at the close of the show. NEVER leave your booth unattended during this time - it is the highest risk period for theft.

SMOKING/VAPING

Smoking/Vaping IS NOT ALLOWED in the exhibit hall. Smoking/Vaping IS ALLOWED outside the building, provided that it takes place at least 25 feet from any entrance doors to the facility.

SHUTTLE BUS SERVICE

Complimentary shuttle bus service will be available to/from designated NACS official hotels during the NACS Show. Please refer to the [NACS Show hotel map](#) to determine which hotels are on the shuttle route. A complete shuttle schedule will be available on www.nacsshow.com in August.

General times of service will be approximately:

- Monday, October 7 7:00 am – 5:30 pm
- Tuesday, October 8 7:00 am – 6:30 pm
- Wednesday, October 9 7:00 am – 6:30 pm
- Thursday, October 10 7:00 am – 2:30 pm

Shuttle schedule is subject to change at any time without notice. Please see on-site schedule for actual times.

2024 NACS SHOW MANAGEMENT RULES & REGULATIONS

Exhibitors agree to abide by the rules and regulations of Show Management by virtue of the signing of their Exhibit Space Application. See full details in NACS Show Terms & Conditions Section 3 (www.nacsshow.com/exhibitterms) Failure to do so may result in the loss of priority points and will affect your booth selection opportunities for future shows.

Please Note: Your company representatives are responsible for complying with this important information. Please share all show rules, regulations, and guidelines with anyone representing your company.

EXHIBITOR CONDUCT

1. Exhibit booths must be staffed at all times during show hours by at least one exhibitor representative.
2. Exhibitors or exhibitor representatives (including characters and celebrities) wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths. This also includes distributing samples of product outside of the booth. Costumed characters and/or other strolling entertainment or moving advertisement outside of the exhibitor's space is not permitted.
3. Exhibitors or exhibitor representatives may not wear clothing that NACS deems excessively scanty or revealing. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, scanty or revealing.
4. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its sole discretion, shall make final decisions on the acceptability of questionable booth activities.

LITERATURE/PRODUCT DISTRIBUTION

Exhibitors must confine their exhibit activities to the space for which they have contracted.

1. Circulars, catalogues, magazines, folders, products, and signs may be displayed **ONLY** in the exhibitor's booth and must be related to the approved products and/or services on display.

2. Distribution from booth to booth or in the aisles is forbidden.
3. Aisle space may not be used for exhibit purposes, display signs, solicitation or distribution of materials.

Canvassing in any part of LVCVA outside of your exhibit space or at any of the hotels in the NACS Housing Block is strictly prohibited. Any person doing so will be requested to leave the building and his/her material removed at the same time.

Penalty: 1 priority point for each violation accompanied by a written citation

NOISE AND SOUND EQUIPMENT

Monitoring sound levels:

Sound presentations, slides, or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display.

Usage of musicians, entertainers, loud speakers, sound systems and noise-making devices is restricted to the assigned booth space. Show management reserves the right to determine when exhibit operations, components or features become objectionable.

Exhibitors must police their own booths to be sure the noise levels from demonstrations and sound systems are kept to a minimum and do not interfere with others.

Sound from any and all audio presentations is not to carry beyond the immediate area of display. Remember—The use of sound systems or equipment producing sound is an exception to the rule, not a right. NACS reserves the right to determine at what point sound constitutes interference with others and to terminate any audio presentations causing disturbances to neighboring exhibits.

Positioning of speakers and demonstrations:

Loudspeakers must be positioned to direct sound towards the center of the exhibit booth. Speakers may not point toward the Show aisles.

Traffic in aisles:

Noise resulting from exhibitor demonstrations should not interfere or disturb adjacent exhibitors and their patrons, or cause aisles to become blocked.

Penalties – Noise Violations:

Exhibitors will receive a first and second warning if sound levels are excessive. A third violation at any time during the show will result in ALL electrical power to the booth is terminated for the remainder of that Show day. The Exhibitor will be responsible for charges to reconnect electrical service to the booth. A fourth violation will result in loss of electrical power to booth for the remainder of the event and possible loss of priority points.

REGISTERING RETAILER CUSTOMERS AS EXHIBITORS

Exhibitor Awareness – Each exhibiting supplier is fully, and legally, responsible for registrants assuming their badged company name. This includes responsibility of inappropriate behaviors of any of your registered individuals.

Restricted NACS Show Experience - If exhibitor badges (Booth Personnel) are purchased for your customers (retailers/distributors/wholesalers), it will severely limit their access to networking and exclusive opportunities due to the lack of proper credentials. Improperly

registered retailers will miss out on NACS events and exclusive access privileges including but not limited to:

- Inability to attend general sessions and/or educational sessions.
- NACS Show Kick-Off Party ticket not included.
- Cool New Products Preview Room limited access – denied viewing during exclusive buyer hours (1st two days); cannot utilize scanners to create a new product shopping list.
- Perceived by exhibitors as an industry supplier, not treated or welcomed as a potential buyer due to misleading exhibitor credentials.
- Excluded from mailing lists to receive invitations to exhibitor-hosted or retailer-exclusive events.

Penalty: Exhibitors found in violation will receive a written booth violation notice, and full deduction of priority points earned at the 2024 NACS Show. (Value 6-8 points) This policy has been reviewed and approved by NACS and the Exhibitor Advisory Committee.

SOLICITATION/DISTRIBUTION OF PRODUCT OUTSIDE OF BOOTH

In response to post-show survey feedback, NACS will strictly enforce the policy regarding distribution of product and solicitation by exhibitor representatives outside of the booth in the aisles or common space. This applies to all exhibitor representatives (company employee, sales representative, hostess, model, etc.). Reference 2024 NACS Show Exhibit Space Terms and Conditions (Sections (3)(f- g)).

1. First offense - Any exhibitor representative that violates the product distribution/solicitation policies will be warned by show management and their badge credentials will be marked.
2. Second/final offense - Revocation of badge credentials and removal of the individual from the exhibit hall at the exhibitor's expense.

Penalty: 1 priority point for each violation accompanied by a written citation