

WiFi: NACS

No password needed

NACSSHOW2023

ENERGY
MARKETERS
OF AMERICA

PEI

CONEXXUS X

Conference / October 3-6, 2023

Expo / October 4-6, 2023

Georgia World Congress Center | Atlanta

NACS Show Pre-Show Prep Meeting

July 11&12 – Atlanta, GA



AGENDA

TODAY - July 11

1:00 PM – 2:30 PM

NACS Show staff, partner and host presentations

- Tips, advice and best practices to save time and money and help ensure a rewarding experience at the NACS Show.
- Welcome from the Atlanta CVB, restaurant & entertainment recommendations and an update on campus expansion and renovations.

2:30 PM – 3:45 PM

Industry Expert Jefferson Davis:

“4 Power Strategies for NACS Show Exhibiting Success”

Topics Identified from Pre-event participant survey

4:00 PM – 5:00 PM

Convention Center Tour

5:00 PM – 6:30 PM

Networking Happy Hour – Murphy Ballroom Galleria

TOMORROW - July 12

8:30 AM – 9:30 AM

Breakfast at Mercedes Benz Arena

9:30 AM – 10:30 AM

Tour of Mercedes Benz Arena

10:30 AM

Depart

BREAKS

- Take 'em when you need em!
- Turn left – cross the hall – turn left again



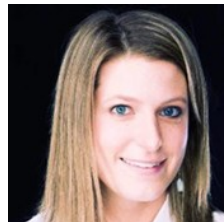
NACS/PEI EXPO TEAM



- **Jessica Hayman**
- In-Store Merchandise
- *jhayman@convenience.org*



- **Julie Shank**
- Fuel Equipment & Services
- *jshank@pei.org*



- **Laura Miller**
- Foodservice, Technology, Facility Operations
- *lmiller@convenience.org*



- **Anna Serfass**
- Meetings & Expo Coordinator
- New Exhibitor Area
- *aserfass@convenience.org*



- **Jeff McQuilkin**
- Hunter Club Exhibitors
- New Exhibitor Area
- *jmcquilkin@convenience.org*

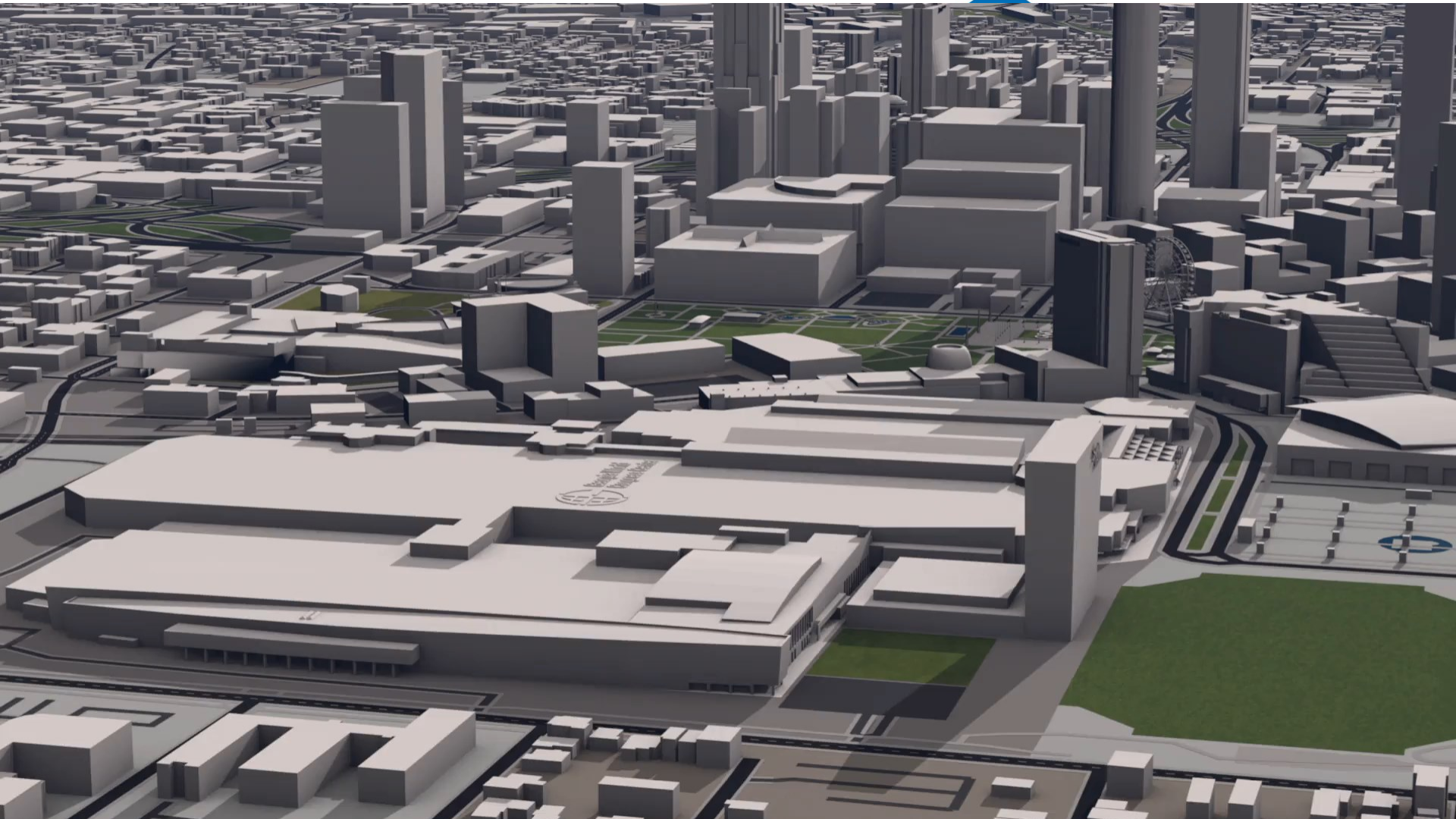


NACSSHOW2023

EMA1 PEI CONEXXUS X



UPDATE ATLANTA



ATLANTA: NEW DEVELOPMENTS





VENUE GUIDE

NACS

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DESTINATIONSOUTH 
meetings + events
ATLANTA • CHARLESTON • SAVANNAH


DMC
NETWORK
ATLANTA



DOWNTOWN

- SOUTHERN EXCHANGE
- WORLD OF COCA-COLA
- GEORGIA AQUARIUM
- VENTANAS
- RESTAURANT ROW
- THE TABERNACLE
- COLLEGE FOOTBALL HALL OF FAME
- CENTENNIAL OLYMPIC PARK
- MERCEDES-BENZ STADIUM
- WILD LEAP DISTILLARY
- TERMINUS 330
- CENTER FOR CIVIL + HUMAN RIGHTS

MIDTOWN

- ATLANTA BOTANICAL GARDEN
- FOX THEATRE
- HIGH MUSEUM OF ART
- PONCE CITY MARKET
- PIEDMONT PARK
- ILLUMINARIUM

WESTSIDE

- THE PAINTED DUCK
- GUARDIAN WORKS
- PUTTSHACK
- YOUR 3RD SPOT
- TOPGOLF
- SUMMEROUR STUDIO
- THE ELECTRIC ROOM
- LOA
- FLIGHT CLUB
- WESTSIDE MOTOR LOUNGE

SOUTHSIDE

- DELTA FLIGHT MUSEUM
- PORSCHE EXPERIENCE CENTER
- ZOO ATLANTA
- THE EASTERN

RESTAURANT GUIDE

NACS

Welcomed By:

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DOWNTOWN ATLANTA

- WHITE OAK KITCHEN
- ALMA COCINA
- RAYS IN THE CITY
- STATS
- POLARIS

MIDTOWN ATLANTA

- ECCO MIDTOWN
- SOUTH CITY KITCHEN- MIDTOWN
- LURE
- RUMI'S KITCHEN- MIDTOWN
- Lyla Lila
- SAINTS AND COUNCIL

WEST MIDTOWN

- THE OPTIMIST
- MARCEL
- COOKS + SOLDIERS
- MILLER UNION
- BACCHANALIA
- AZIZA
- O-KU SUSHI
- BARCELONA WINE BAR
- BASTONE
- FORZA STORICO
- POSTINO- WEST MIDTOWN

BELTLINE/ OLD FOURTH WARD

- KEVIN RATHBUN STEAK
- TWO URBAN LICKS
- NINE MILE STATION
- DELBAR
- BEETLECAT
- ATRIUM
- SUPERICA- KROG STREET MARKET

OUR SERVICES

WHAT CAN DSME DO FOR YOU?

- EXPERIENCE DESIGN + PRODUCTION
- MEETING MANAGEMENT
- EVENT MARKETING
- DESTINATION MANAGEMENT
- TOURS + EXCURSIONS
- TEAM BUILDING
- TRANSPORTATION

THANK YOU

Presented To:

NACS
2023

Created By:

Destination South Meetings + Events

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Georgia World
Congress Center
Authority

Andrew Young International Mall

Completed March 2022

Features

Pedestrian Walkway

Access to Signia by Hilton Atlanta

Event Space

Outdoor Experience

One-Way Traffic Flow





Georgia World
Congress Center
Authority

Transportation Terminal

Completed March 2022

Features

Permanent bus/rideshare location

Event Space





Georgia World
Congress Center
Authority

Exhibit Hall BC

Created 1+ million GSF exhibit space



Enhanced Digital signage

2 Billboards

5 LED WALLS

Orange Parking Deck

Adds 500+ spaces to
GWCC Parking Inventory





ATLANTA
GEORGIA WORLD CONGRESS CENTER

Signia by Hilton Atlanta Opening
January 2024

Hotel offers 975 guest rooms, including
70 suites and over 80,000 square feet
of meeting space

This new luxury hotel, connected to
Building C of GWCC, will also feature a
destination bar, signature restaurant,
premium wellness center and rooftop
pool

<https://signiabyhiltonatlanta.com/>





THANK YOU!
We Can't Wait to See You
in Atlanta!



Atlanta Public Safety

Downtown Atlanta has **11 public safety** agencies sharing jurisdiction, with more than **500 police** dedicated to providing services to the Downtown district.

The most prevalent agencies

- Atlanta Police Department (APD)
- GWCCA Police
- MARTA Police
- ADID and Ambassador Force
- Georgia State University Police
- Federal Protective Service
- GBI
- Dept of Homeland Security

Atlanta Police Department

- (2) Precincts in Zone 5 – CNN & Ted Turner
- Foot Beat in hotel/convention district
- Operation Shield & Video Integration Center – 450 cameras in district
- ComNet – public/private UHF radio network
- Interagency Collaboration

ADID & Ambassador Force

- Directions & visitor escorts
- 24/7 camera monitoring
- 1st responder/medical training
- District coverage tailored for conventions & events
- A.S.I.S.T & PAD homeless intervention programs
- FTO assigned to major conventions, daily check-in



GWCCA Department of Public Safety

Active on campus 24/7. Campus is comprised of GWCC, Centennial Olympic Park, International Plaza and GWCCA parking lots.

- Emergency Operation Center (EOC)- NIMS Compliant, fully operational
- Access to more than 700 camera views
- Ongoing active shooter training and management of gunshot detection system.

Interagency Coordination +ACVB Communications

- Interagency law enforcement (**ILE**) meeting – all area law enforcement agencies and major event venues. Monthly review of upcoming events.
- Downtown security forum (**DSF**) meeting – APD, ADID + private security entities representing DT businesses, venues & hotels. Monthly review of upcoming events.
- **Event Memos** and **Convention Calendar** regularly shared with public safety community.
- Public Safety **participation in pre-convention** meetings

About NACS – Our Industry

- \$906.1 billion in sales in 2022 (up from \$706B in 2021)
- If total industry sales were compared to the GDP of countries, the industry would rank 17th (after Indonesia and before Turkey – up from 23rd)

NACS Overview



About NACS – Our Industry

- 150,174 stores (up from 148,026)
- 43 million trips to c-store pumps every day
- 160 million transactions a day

NACS Overview

About the NACS Show – 2022 in Las Vegas

- 23,000+ attendees
- 1,250+ exhibitors
- 430,000 net sq. ft. expo
- 40+ education sessions
- Top 40 U.S. tradeshow



NACS Overview

About the NACS Show – 2019 in Atlanta

- 22,200+ attendees
- 1,250+ exhibitors
- 429,600 net sq. ft. expo
- 40+ education sessions
- Top 40 U.S. tradeshow



NACS Overview



About NACS Show Attendees

- #1 Reason they attend: See new products
 - Cool New Products Preview Room
 - New Exhibitor Area
 - Your booth!
- Spend time at the Expo
 - 11.2 hours at NACS vs 9.4 hours all-industry average –almost 20% more time
- Looking for great networking opportunities
- Want education and industry trends/updates

Event Partners and Affiliates

EMA – Energy Marketers of America

Federation of 47 state and regional trade associations representing energy marketers throughout the United States

PEI – Petroleum Equipment Institute

PEI is the authority and source of information for the energy handling equipment industry. PEI is a member-centric organization dedicated to improving the business and operational practices of its members and expanding opportunities for their growth.

Conexxus

Develop standards, innovate technology, and advocate for c-store and fuel markets. TruAge – digital age verification

NACS Overview

Who Makes the NACS Show Happen?

- NACS and PEI Staff (*Sales, Operations, Logistics*)
- Exhibitor Advisory Committee (*Exhibitor Policies/Education*)
- Convention Committee (*NACS Show Education*)
- Supplier Committees (*Manpower, Membership*)
 - *Convenience.org/supplier*
- Official Contractors and Partners (*Exhibitor Services*)
- *We've already started planning for 2024!*
(October 7-10, Las Vegas)

2024

January	February	March	April
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NACS Overview



Exhibitor Education

For over 25 years, NACS has offered exhibitor education

Developed by Exhibitor Advisory & Membership Committees

- ✓ **Exhibitor Pre-Show Prep Experience**
- ✓ **Supplier Session at NACS Show** – *all registered booth staff welcome*
“NACS Show Convenience Connect” – roundtable discussions with retailers and other suppliers. **LIMITED TO 56 FIRST-TIME EXHIBITORS!**
Ends at 10:00am – plenty of time to get to New Exhibitor Area by 10:30am
Check website/app for details – coming soon
- ✓ **Exhibitor Mentor Program** – proposed in June 2023 EAC meeting. TBD.

NACS Show Services



Exhibitor Resource Center

Exhibit Prep & Booth Setup

nacsshow.com/ERC

Exhibitor Portal

Your Booth/Staff

nacsshow.com/exhibitorportal

Exhibitor Dashboard

Your Profile & Presence

NACSSHOW2023

Atlanta | Georgia World Congress Center

Conference: October 3-6, 2023

Expo: October 4-6, 2023

REGISTER

SCHEDULE

THE ONLY GLOBAL EVENT FOR ALL THINGS CONVENIENCE

FOR ATTENDEES

FOR EXHIBITORS

TRAVEL

MEDIA

Exhibit Preparation and Booth Setup

Resources for exhibitors to plan and prepare for a successful NACS Show.

Whether you're a tradeshow veteran, a first-timer to NACS or a brand new exhibitor, we have resources that cover everything you need to know, including important dates, checklists and answers to frequently asked questions. Access everything at your convenience. Content is updated frequently.

- Alcohol Sampling Guidelines ✓
- Exhibitor Service Kit ✓
- Official Contractors and Publications ✓
- Marketing Opportunities ✓
- Exhibitor Marketing Toolkit ✓
- Exhibitor Tips ✓
- Meeting Space ✓

Exhibitor Portal

Resources for NACS Show 2023 exhibitors

Showing all exhibitors for admin users

PORTAL FOR:

NACS Show Product Bag (Booth B1300)

Exhibitor Dashboard

Access Cool New Products leads, view leads and stats (online directory listing, download business booth, show marketing), view the Deadline Checklist.

LAUNCH DASHBOARD

Badge Registration

Booth personnel badges and upgrades.

LAUNCH REGISTRATION

Exhibitor Service Kit

NACS Show shipping details, catering information, utility orders, material handling, and show logistics details.

LAUNCH SERVICE KIT

Hotels

Book your hotel rooms for the NACS Show through the official housing agency, Convention Meeting.

LAUNCH HOTELS

Contractors

If you are using a contractor onsite that is not a NACS Official Contractor, please complete this form for insurance and liability reasons. (NACS Official Contractors List)

ADD A CONTRACTOR

Attendee Lists

Download attendee lists for the NACS Show. What date is included?

NACSSHOW2023

EMAI PEI CONEXXUS

Contact Us | Event Webpage | Logout

NACS Show Product Bag

Booth: B1300

Activity

What is this?

2 Views

1 Clicks

0 Leads

HOW DO I RANK?

Exhibitor Directory Listing

Edit company information & select product categories

Order Show Marketing and Advertising - Now Available

Click here to purchase Cool New Product Showcase or a Business Appointment Center.

Online Advertising Packages

Learn how you can increase your visibility, showcase your products, and generate qualified leads

Additional Content

Upload your additional contact, such as collateral, online contacts, and special offers

View Leads & Stats

View your leads & stats

Submit Payments / Download Invoice

Review your Account Summary, print a statement and/or pay your balance.

Download Contract

Click here to download a copy of your current PDF contract.

Exhibitor Checklist

Click here to review the exhibitor checklist and important exhibitor deadlines

Share Your Show Presence

Click here to generate a link to your listing and online booth

©2023 Copyright NACS – Unauthorized Duplication and/or Dissemination Expressly Prohibited

NACS Show Services

Exhibitor Resource Center



nacsshow.com/ERC

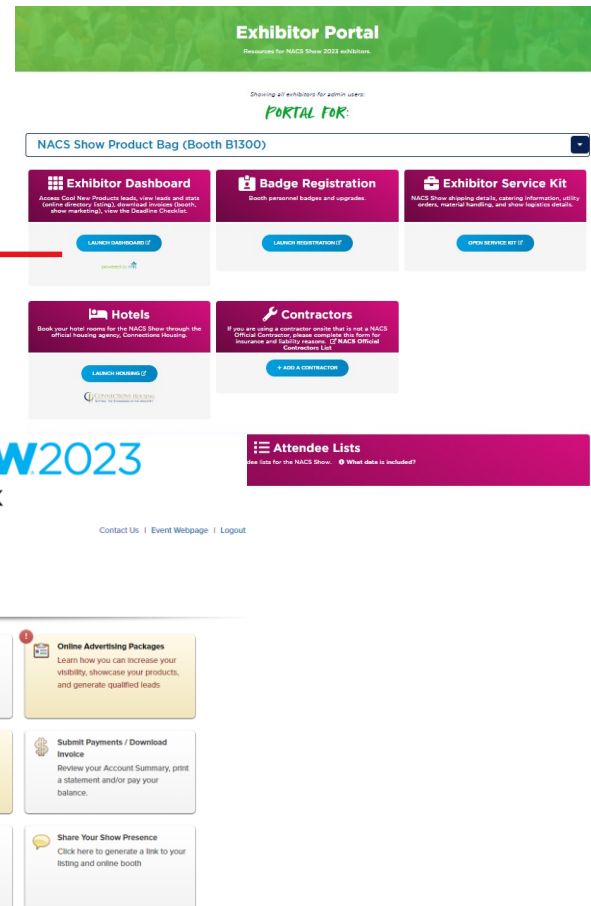
- Public resource for all exhibitor needs (no login required)
- Everything in one location
- Marketing Opportunities

The screenshot shows the NACSSHOW2023 website. At the top, it says "NACSSHOW2023" with logos for EMAI, PPI, and CONEXPO-AGG. To the right, it says "Atlanta | Georgia World Congress Center", "Conference: October 3-6, 2023", and "Expo: October 4-6, 2023". There are "REGISTER" and "SCHEDULE" buttons. Below this is a banner that says "THE ONLY GLOBAL EVENT FOR ALL THINGS CONVENIENCE". Underneath is a navigation bar with "FOR ATTENDEES", "FOR EXHIBITORS", "TRAVEL", and "MEDIA". The main section is titled "Exhibit Preparation and Booth Setup" with the subtitle "Resources for exhibitors to plan and prepare for a successful NACS Show." Below this is a paragraph: "Whether you're a tradeshow veteran, a first-timer to NACS or a brand new exhibitor, we have resources that cover everything you need to know, including important dates, checklists and answers to frequently asked questions. Access everything at your convenience. Content is updated frequently." At the bottom is a list of resources with green checkmarks:

- Alcohol Sampling Guidelines
- Exhibitor Service Kit
- Official Contractors and Publications
- Marketing Opportunities
- Exhibitor Marketing Toolkit
- Exhibitor Tips
- Meeting Space

NACS Show Services Exhibitor Login Portal

- One username. One Password. Access to almost everything.
- ✓ Access Exhibitor Dashboard (update your online profile/listing)
- ✓ Exhibitor Service Kit
- ✓ Housing
- ✓ Order Cool New Products and Business Appointment Centers
- ✓ Register Badges
- ✓ Purchase/Download Attendee Lists
- ✓ Volunteer as an Ambassador
- ✓ Submit contractor details & insurance/liability



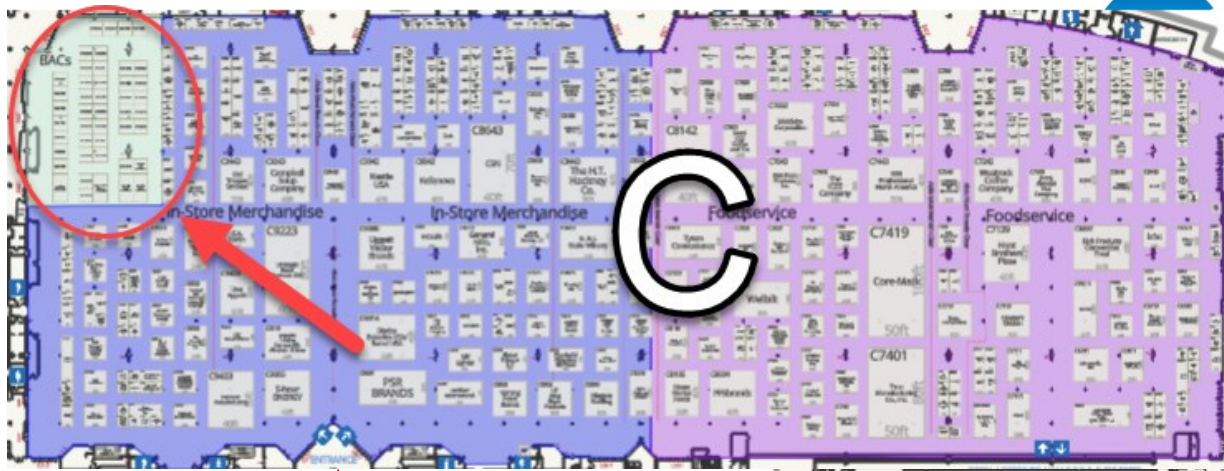
NACS Show Services

Business Appointment Centers

- ✓ Meeting Space conveniently located in the Expo Hall.
- ✓ Open ceiling, semi-permanent structure with a door for privacy.
- ✓ 3 Day, Daily, and Half-Day Rentals available. Open before, during, and after expo hours.
- ✓ *Furnished. Rates vary based on size and rental duration.
**Hunter Club companies received upgraded furniture.*



nacsshow.com/BAC



NACS Show Services

Permanent Meeting Rooms

- ✓ Private meeting rooms at the Georgia World Congress Center.
- ✓ 3 Day, Daily, and Half-Day Rentals available. Open before, during, and after expo hours.
- ✓ Furnished. Rates vary based on size and rental duration.



<https://www.nacsshow.com/Exhibit/ExhibitHall/Permanent-Meeting-Rooms>

NACS Show Services



Function Space

- Event space at a hotel property within the NACS official housing block.
- 40+ properties available.
- Requests must be approved by NACS to ensure they do not conflict with official NACS programming.

*Function Space requests will **NOT** be approved if they conflict with the official NACS events listed below:

Tuesday October 3	Wednesday October 4	Thursday October 5	Friday October 6
General Session 3:45 pm - 5:00 pm	General Session 10:30 am - 11:45 am	General Session 10:30 am - 11:45 am	General Session 8:00 am - 9:00 am
NACS Show Kick Off Party 5:30 pm - 7:00 pm	Expo 11:30 am - 5:30 pm	Expo 11:30 am - 5:30 pm	Expo 9:00 am - 1:30 pm

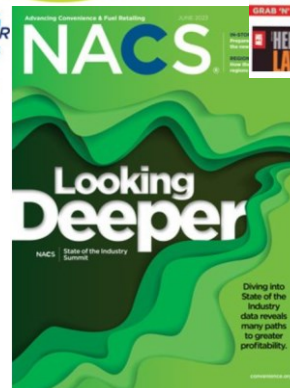
*Times are subject to change.

www.surveymonkey.com/r/FunctionSpace23

NACS Show Services

NACS Official Publications

- NACS Magazine
- NACS Show Onsite Guide
- Official NACS Show Daily



2023 NACS Show Marketing

NACS Show Services



Publication Deadlines and Special Offer

- **October NACS Magazine NACS Show Issue-** space deadline: 9/1, materials due: 9/8
- **NACS Show Onsite Guide**- space deadline: 8/17, materials due: 8/24
- **NACS Show Daily Newspaper**- space deadline: 8/25, materials due: 9/1
- Place an ad in NACS Magazine (Sep/Oct/Nov) and receive 50% off the same size ad in NACS Show Onsite Guide or the NACS Show Daily Newspaper

[2023 NACS Show Marketing](#)

Exhibitor Appointed Contractors

Definition: Any company, other than one of the designated official contractors, that an exhibitor wants to employ inside the exhibit hall before, during, or after the show.

- Certificate of Insurance must be submitted. No exhibit hall access.
- ESCA-WIS badging required
- Submit EAC form to NACS

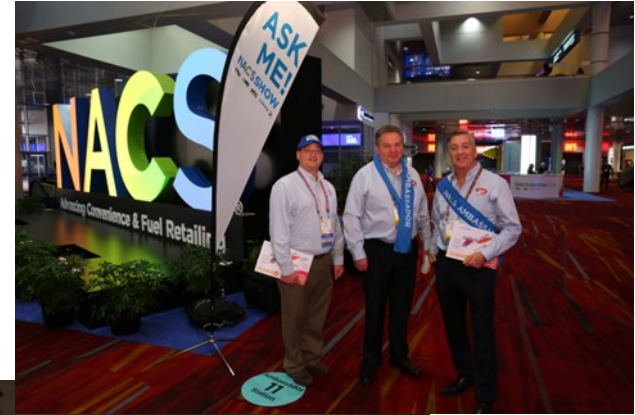
nacsshow.com/contractorform

➤ **Deadline: September 15, 2023**

NACS Show Services

Ambassadors

- ✓ NACS Ambassadors Get Noticed!
- ✓ FREE! Exhibitor exclusive opportunity.
- ✓ Volunteer, connect with your best customers...and meet new ones!
- ✓ Greet and assist attendees before the Expo. (Doesn't conflict with Expo hours)
- ✓ Build your brand. Get noticed!
- ✓ Bonus Priority Points



NACS Show Services



Ambassadors

Signups going out:

- Supplier Board and Ambassadors: July 7th
- Hunter Club Gold: July 18th
- Hunter Club Silver: July 20th
- Hunter Club Bronze: July 25th
- Everyone else: August 1st

NACS Show Services

Cool New Products Preview Room

- High visibility. 300+ products
- Exclusive Buyer Previewing Hours (11 total hours before Expo)
- Product scanning. Reverse lead retrieval. Booth traffic driver.
- Avg. 40+ leads per product





Freeman (general service contractor)

Material handling (booth product), audio visual / computers, furniture, carpet, freight, rigging

Map Your Show (exhibitor technology partner)
Show planner, online directory, mobile app

Maritz Global Events
Registration, lead retrieval (badge scanning)

Connections Housing (hotel reservations)

NACSSHOW2023

ENERGY
MARKETERS
OF AMERICA

PEI

CONEXXUS X

Conference / October 3-6, 2023

Expo / October 4-6, 2023

Georgia World Congress Center | Atlanta

FREEMAN

Dave Bracewell
Ron Bahr





Exclusive Services

- Material Handling/Freight
- Product Storage (cold/frozen/dry) and show site delivery
- Cleaning – vacuuming & porter service
- Rigging and Sign Hanging
- Forklift Labor

Other Services

- Furniture Rental
- Carpet Rental
- Display Labor
- Rental Exhibits
- Hanging Sign
- Graphic Production
- Transportation
- Exhibit Storage
- Exhibit Fabrication
- AV Rental



THINGS TO KNOW

- Review the Exhibitor Bill of Rights
 - What your booth staff can/can't do during installation/dismantle
- One service desk location servicing both exhibit halls
(B-C Concourse Connector)
- Targeted show floor – assigned dates for freight shipments



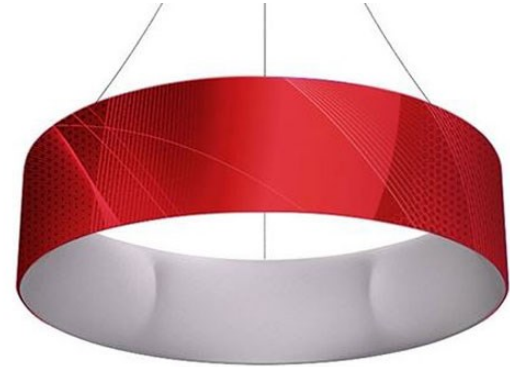
Take advantage of discount rates

Send orders in early!!!

11:59 PM Eastern Sept 1, 2023

HANGING SIGNS

- First items installed during move-in
- Ship to advance warehouse to expedite installation
- Include details on rigging order (how it should be installed, orientation, etc.)



Targeted Move-In

Color-coded target floor plan in the [online service kit](#)

All exhibitors are assigned a freight “target” for orderly move-in (~5M lbs of freight!)

Move-in

- Target is freight arrival date, not date required to set-up
- Largest island booths 1st, 10x10 will be LIFO
- Common carriers vs direct van lines
- Ship to Advance Warehouse

MAP YOUR SHOW

Kyle Plymesser

NACSSHOW2023

ENERGY
MANAGERS
OF AMERICA

EMA

PEI

CONEXXUS



NACS SHOW 2023

Online Directory
Interactive Floor Plan
Show Planner
Exhibitor Dashboard
Mobile App

- Discover
- Plan
- Navigate
- Look Back

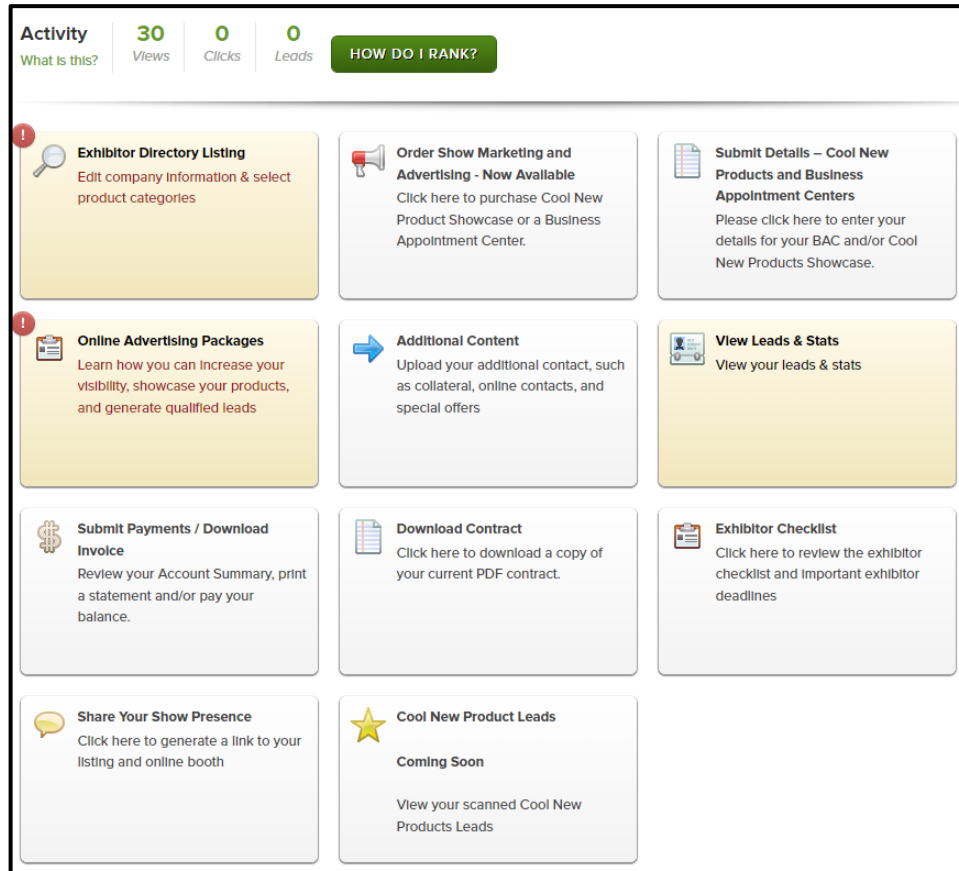


2023 Usage

- Total Visits: 184,044 40% Increase
- Company Profile Views: 170,236 45% Increase
- Click-through's to Website: 11,220 42% Increase
- Added to Show Planner: 27,360 50% Increase
- Leads Generated: 21,959 55% Increase

Exhibitor Dashboard

- **Finance:** Download Invoices and Submit Payments
- **Logistics:** Access Registration/Housing, Order Booth Products/Services
- **Marketing:** Advertising, Sponsorships, and Enhanced Listings



The screenshot displays the Exhibitor Dashboard interface. At the top, there is a header section with the following elements:

- Activity** (with a link "What is this?")
- 30 Views**
- 0 Clicks**
- 0 Leads**
- A green button labeled **HOW DO I RANK?**

The main content area is a grid of 12 tiles, each with an icon and a title:

- Exhibitor Directory Listing** (Magnifying glass icon): Edit company information & select product categories. (Yellow tile with a red exclamation mark icon in the top left corner)
- Order Show Marketing and Advertising - Now Available** (Megaphone icon): Click here to purchase Cool New Product Showcase or a Business Appointment Center.
- Submit Details – Cool New Products and Business Appointment Centers** (Document icon): Please click here to enter your details for your BAC and/or Cool New Products Showcase.
- Online Advertising Packages** (Clipboard icon): Learn how you can increase your visibility, showcase your products, and generate qualified leads. (Yellow tile with a red exclamation mark icon in the top left corner)
- Additional Content** (Blue arrow icon): Upload your additional contact, such as collateral, online contacts, and special offers.
- View Leads & Stats** (User icon): View your leads & stats. (Yellow tile)
- Submit Payments / Download Invoice** (Dollar sign icon): Review your Account Summary, print a statement and/or pay your balance.
- Download Contract** (Document icon): Click here to download a copy of your current PDF contract.
- Exhibitor Checklist** (Checklist icon): Click here to review the exhibitor checklist and important exhibitor deadlines.
- Share Your Show Presence** (Speech bubble icon): Click here to generate a link to your listing and online booth.
- Cool New Product Leads** (Yellow star icon): Coming Soon. View your scanned Cool New Products Leads.

Completing Your Basic Company Profile

- Contact Information
- URL
- Social Media
- Company Description: 500 Characters - KEYWORDS
- Product Categories: 5 Max
- Geographic Regions
- Brands
- Collateral: 10
- Event Contacts: 1
- Show Specials: 1

Once you have reviewed your company information for the printed show directory/web and made any necessary changes, please click the "Approve Data" button below. Any changes made after 08/01/2023 WILL NOT appear in the printed show directory.

Approve Data

Company Information

Company Name: 1440 Foods
Address: 500 7th Ave.
City: New York
State: NY
Zip Code: 10018
Country: United States of America
Telephone: 303-921-4580
Fax:
Company Email:
Website:
Company description:
Facebook:
LinkedIn:
Twitter:
Edit Information

Directory Contact

Sales Contact. Printed in the directory, this is the person who buyers should contact after the show.
Click here to add a directory contact

Administrative Contact

Administrative and Tradeshow Contact Only. This information will not be printed in the directory.
First Name: Suzie
Last Name: Hall
Job Role / Title: Trade Show Manager
Email: suzie.hall@advantagesolutions.net
Address: 15310 Barranca Pkwy
Address 2:
City: Irvine
State: CA
Country: United States of America
Zipcode: 92618
Phone: 512-496-0325
Fax:
Edit Information

Product Categories

You have not selected any product categories.
Edit Information

Geographic Regions Served

You have not entered any information for this section, click here to add this information.

Brands

Click here to add brands to your listing.

Enhanced Listings

	BASIC	GOLD	PLATINUM	DIAMOND
Contact Information	+	+	+	+
Booth Number	+	+	+	+
Company Description	+	+	+	+
Product Categories	+	+	+	+
Company Logo		+	+	+
Access to Leads		+	+	+
Featured Exhibitor Listing			+	+
Priority Placement in Search Results				+
Highlighted Booth with Corner Peel				+
Collateral (Brochures, Catalogues, Press Releases)	10	15	20	25
Event Contacts	1	2	4	8
Show Specials (Discounts, Giveaways)	1	2	4	8
Guest Appearances			1	2
Product Gallery with Images/Descriptions			4	8
Product Gallery with Video				8

Enhanced Listings

PACKAGES & SPONSORSHIPS

Gold Package: \$750

- **Company Logo**
- Access to online leads
- Display of social media links
- Content automatically appears in the mobile app

Platinum Package: \$1,500

- Includes the **Gold Package**
- **4 product image/text panels**
- Inclusion in the "Featured Exhibitor Search"
- Content automatically appears in the mobile app

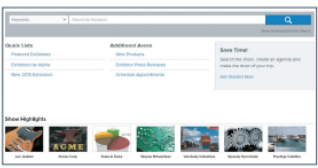
Diamond Package: \$3,000

- Includes the Platinum Package
- **4 video panels (for a total of 8 display panels)**
- Online booth is highlighted with a corner peel
- Priority placement at the top of all online searches (Featured Exhibitors)
- Content automatically appears in the mobile app

Purchase any package, and receive a 50% discount on an ad in the NACS Show Onsite Guide (up to a \$3,500 value).

Show Highlights: +\$500

- **Diamond Package Required**
- **Showcase your product image or video on the Exhibitor Directory home page**
- Live link directs attendees to your company's listing
- Limited to the first 28 exhibitors



EXCLUSIVE SPONSORSHIPS*

*All sponsorships require a Diamond Package

Product Category Sponsorship:

+\$500/each
320x50 pixel image
(640x100 required for upload).
Guaranteed #1 listing in the category.

Online Hall Sponsorship:

+\$2,500
728x90 pixel image in your online exhibit hall (1456x180 required for upload).

Exclusive Online Directory Sponsorship:

+\$4,500
180x150 pixel image on the online directory home page (360x300 required for upload).

Mobile Sponsorships

8,639 Downloads

100,383 Launches

Don't miss the opportunity to feature your company on the official NACS Show mobile app. Put your brand in the hands of attendees as they navigate the Show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to the thousands of attendees.

Gold Package: \$15,000

SOLD

- Branding on the splash/loading screen
- Up to 3 rotating banners placed at the bottom of the various main content pages
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1080 x 169; we'll shrink to fit various screen sizes)

Messaging Alerts: \$2,000 each

HUNTER CLUB EXCLUSIVE OFFER THROUGH MAY 20, 2022

- Message alerts are pushed based on a scheduled date/time
- 4 messages available each day (except day three; 10 messages total)
- Message consists of a subject, short description, and full length message:
 - Subject: 20 characters
 - Push Notification: 60 characters
 - Full Length Message: Unlimited (although we recommend clear and concise)

To purchase, contact:
Kyle Plymesser, Exhibitor Advertising Manager
(513) 527-8804 / kplymesser@mapyourshow.com

Questions/Help

Kyle Plymesser

Exhibitor Engagement Manager

(e) kplymesser@mapyourshow.com

(d) 513.527.8804

6915 Valley Ave. Cincinnati, OH
45244

(web) www.mapyourshow.com

MARITZ GLOBAL EVENTS

Dink Edwards
LEAD SPECIALIST
EXHIBITOR SERVICES

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MEASURING EXHIBITOR ROI

- Maritz Global Events Lead Retrieval Services provides a wide variety of lead retrieval products such as the RT2000, Tablet or SWAP app for your mobile device.
- Handheld Badge Scanner (RT2000) – Good for busy booths that require shared devices
- Tablet – Android Tablet which uses camera as scanning mechanism
- SWAP – Mobile app that you can download on your own personal smart device.
- All data can be accessed in real-time through your own personal exhibitor portal.
- [The Basics](#)

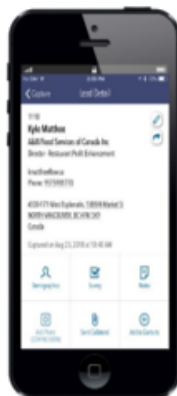
Every Lead Choice Allows you to:

- Gather Data from attendee Badges
- Rank Leads
- Provide Custom Surveys
- Add Notes to Leads
- Access & download data from your secure Portal
- Scan Leads with or without data connection
- View & Edit Data in real time

What's NEW with our Badge Scanning Services:

- Printers Pair 1:1 with all Lead Solutions
- Copy over Surveys from previous years
- Business Card Scanning

Which Solution is Right for Your Booth?



NEW
Features!

SWAP

- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collateral through email
- Printers pair 1:1 with each SWAP mobile device



Handheld Scanner (RT2000)

- High speed
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device



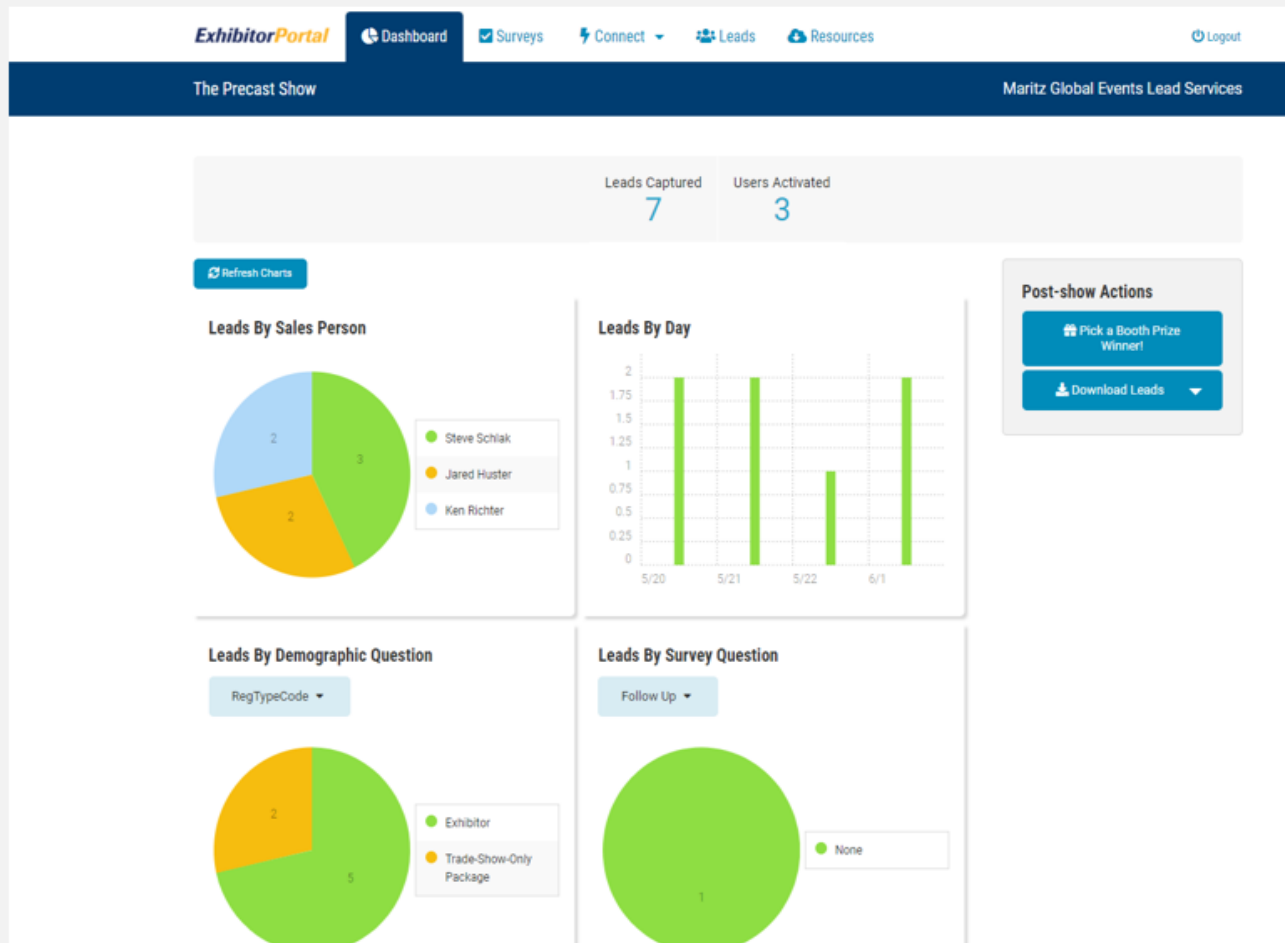
Tablet (Android Device)

- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device

Navigating The Portal

The Portal is where all generated Leads are stored.

- [Placing Your Order](#)
- [Navigating the Portal Pre-Show](#)
- [Navigating the Portal Post-Show](#)



exhibitorservices@maritz.com

- Order Form will be included in your online Exhibitor Manual.
- Maritz Exhibitor Sales Representatives will be conducting phone and email outreach regarding lead retrieval and placing an order.
- Orders may be placed via:
 - the online order form
 - Maritz's show specific Exhibitor Portal
 - or via a Maritz Exhibitor Service Marketing & Sales Representative.

NACS SHOW 2023

October 4 - 6, 2023 | Georgia World Congress Center, Atlanta, GA

Choose the solution that will *instantly* capture contact & demographic data

See page 2 for our enhanced product descriptions.



Your Lead Retrieval Order Confirmation will be emailed to you.

Note: All equipment must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

TERMS AND CONDITIONS:
Purchase Orders are not accepted.

All orders cancelled prior to 30 days of the show will incur a \$100 cancellation fee. Orders cancelled within 30 days of the show will not be refunded.

Leads captured through badge images and handwritten badge ID's are available for upload within 14 days post-event, and are subject to a data services fee.

Click [here](#) for additional Terms and Conditions

* Additional SWAP User Licenses pricing applies to singular booths only. If you are part of a pavilion, please contact Exhibitor Services.

** Taxable items and rates vary among states and are subject to change. Please call for exact quote.

*** Processing fee waived when order is placed using company's online lead portal.

LEAD RETRIEVAL OPTIONS (not taxed)	on or before 7/26/23	from 7/27/23 to 9/6/23	after 9/6/23	number of units	TOTAL
SWAP* Mobile App Badge Scanner (Up to 2 users)	\$ 425	\$ 475	\$ 499		\$
Add SWAP Mobile App Users* to any featured products after purchase of Initial lead option	\$ 149 each				\$
Subtotal A					\$
LEAD RETRIEVAL OPTIONS					
Handheld Badge Scanner	\$ 475	\$ 525	\$ 575		\$
Tablet Badge Scanner	\$ 475	\$ 525	\$ 575		\$
Bluetooth Printer Order 1:1 for all SWAP Mobile Users, Handheld Scanners and Tablets purchased	\$ 100	\$ 125	\$ 150		\$
ADDITIONAL SERVICES					
Developer's Kit (Real Time Data Services) Click here for more information	\$ 850				\$
Survey Setup (up to 5 questions)	\$ 99				\$
Delivery of Reader to Booth (Post show pickup not available)	\$ 125				\$
Subtotal B with 8.9% tax applied**					\$
Add Subtotals from A & B from fields above					\$
Processing Fee***					\$ 9.99
FINAL TOTAL					\$

THANK YOU

Questions Post Meeting

- **Lead Retrieval:**

Dink Edwards – Lead Retrieval Specialist

Office: (636) 827-9651

Email: dink.edwards@maritz.com

Exhibitor Services Customer Service

Office: (877) 623-3487

Email: exhibitorservices@maritz.com

CONNECTIONS HOUSING

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- **Hotel Reservations**
- **NACShousing@connectionshousing.com**
- **404-371-3394**
- **Housing scams**

Other Official Vendor Partners:

- ✓ Floral Expositions
- ✓ Judy Venn & Associates
(hosts/models)
- ✓ Security Operations
Associates
- ✓ eelpond (photography)
- ✓ Lowe Refrigeration

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GWCC In-House Vendor Partners:



- ✓ Levy Restaurants - catering
- ✓ Edlen - electrical/utilities (Air, Water, Drain, Gas)
- ✓ CCLD - internet, cable, telecom
- ✓ Fire Marshal

LEVY RESTAURANTS

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Levy Restaurants

Exclusive Provider

- ❖ Catering and bar needs
- ❖ Ice (Order advance for booth delivery – see page 4 of catering menu).
- ❖ Sampling Authorization Required (food, beverage, alcohol)

- ❖ Alcohol Policy (for alcohol suppliers)
 - ❖ No “zero invoice” delivery
 - ❖ Order through Levy, BEO issued





Georgia World
Congress Center
Authority

EDLEN
The Power People



Our GWCC Team

Dedicated to:

- Providing safe, affordable and on-time utility services
- Pre-Planning the most efficient and cost-effective solution to meet the utility requirements of each exhibitor and show organizer
- Providing cost estimates in advance and final invoicing prior to show closing
- Utilizing a dynamic labor scheduling tool to meet all exhibitor and show organizer timelines
- Empowering our Event Managers to expedite decisions on the show floor

Placing Utility Orders

- Online Ordering

<https://ordering.edlen.com/login>

1. Revise an Order - Cancel an Order
2. Communicate in with a representative
3. Order Confirmations & Final Invoice

- Manual Ordering Forms

1. Submitted to atlanta@edlen.com
2. \$25 manual processing fee applies

- Advanced Rate Deadline
(September 13th, 2023)

- Estimates

- Electrical Diagrams

National Association of Convenience Stores 2023

October 4-6, 2023



ELECTRICAL, PLUMBING & CABLE SERVICE

ORDER ONLINE TODAY!

Take advantage of discounted rates!

Order your electrical, plumbing, & cable services online by

09 / 13 / 2023

[ORDERING.EDLEN.COM](https://ordering.edlen.com)

Quick, secure, and easy to use!

You may receive an email to finalize your order from

ExhibitorServices-Atlanta@edlen.com

EDLEN
The Power People

Edlen Electrical Exhibition Services
285 Andrew Young International Blvd NW, Atlanta, GA 30313
404.223.8400 • atlanta@edlen.com • www.edlen.com

Services

- 120 Volt
 - 5amp | 10amp | 15amp | 20amp
- 208 Single Phase -208 Three Phase - 480 Three Phase
 - 20 | 30 | 60 | 100 | 200 | 400
- 24 Hour Power
 - Refrigerators
 - Machinery (Programs, Software)
 - Double the Rate of the outlet
- Floor Work vs. Overhead Distribution
- High Voltage Connections
- Bulking/Splitting Services
- European Adapters & Transformers

ELECTRICAL OUTLETS Approximately 120V/208V A.C. 60 Cycle - Prices are for Entire Event					
	QTY Show Hours Only	QTY 24hrs/day Double rate	ADVANCE PAYMENT PRICE	REGULAR PAYMENT PRICE	TOTAL COST
120 VOLT					
500 WATTS (5 AMPS)			144.50	216.75	
1000 WATTS (10 AMPS)			217.50	326.25	
1500 WATTS (15 AMPS)			237.00	355.50	
2000 WATTS (20 AMPS)			268.00	402.00	
208 VOLT SINGLE PHASE					
20 AMPS			290.00	435.00	
30 AMPS			376.00	564.00	
60 AMPS			723.50	1,085.25	
208 VOLT THREE PHASE					
20 AMPS			491.50	737.25	
30 AMPS			672.50	1,008.75	
60 AMPS			1,158.50	1,737.75	
100 AMPS			1,820.00	2,730.00	
200 AMPS			3,528.00	5,292.00	
400 AMPS			6,201.00	9,301.50	

Plumbing Services

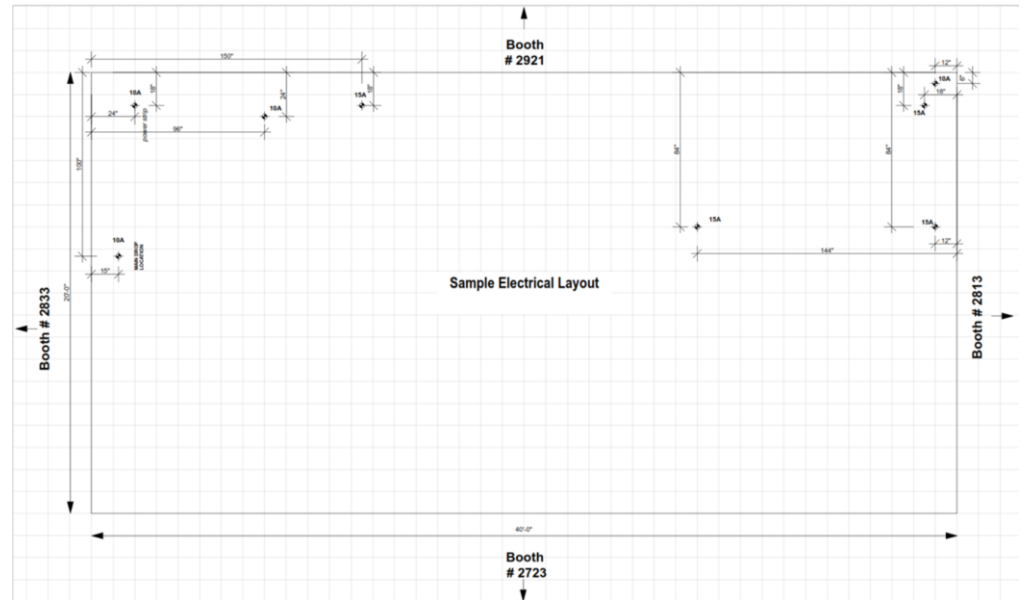
Water | Air | Drain | Fill & Drain |
Natural Gas

- Air Outlets are based upon CFM (cubic feet per minute) required. The minimum is 5 CFM.
- Enter the # of CFMs required for your air line and we will determine the size of the hose.
- **Online Ordering:** Outlets are located under Plumbing Outlets. Additional Connections and Additional CFMs are located under Plumbing Labor.

PLUMBING SERVICES		ADVANCE	REGULAR	TOTAL
COMPRESSED AIR: 90-100 LBS. PSI				
_____ Air Outlet (call for a quote for 24-hour Air)	295.00	442.50	_____	_____
_____ Additional Connections within 20' of Outlet	206.50	309.75	_____	_____
_____ 5 CFM MINIMUM (per Outlet/Connection)	20.00	30.00	_____	_____
ADDITIONAL CFM REQUIREMENTS				
Must order CFM with air services. Refer to # 8 on Plumbing Terms, Conditions & Regulations.				
Total CFM _____ x ADVANCE Rate	5.00	=	_____	_____
Total CFM _____ x REGULAR Rate	7.50	=	_____	_____
WATER LINES (Edlen is not responsible for sediment or the color or taste of water.)				
_____ Water Outlet	215.00	322.50	_____	_____
_____ Additional Connections within 20' of Outlet	150.50	225.75	_____	_____
# of connections required: _____ Size of connection: _____				
PSI required: _____ GPM Required: _____				
DRAIN LINES (If waste water contains hazardous materials, chemicals, or metals, Edlen cannot drain it.)				
_____ Drain Outlet	175.00	262.50	_____	_____
FILL & DRAIN LABOR* (Edlen is not responsible for sediment or the color of water. Rates below based on Straight Time)				
_____ Up to 150 Gallons	200.00	300.00	_____	_____
_____ Up to 300 Gallons	345.00	517.50	_____	_____
_____ Up to 450 Gallons	490.00	735.00	_____	_____

Utility Diagrams

- Main Drop Locations
- Surrounding Booth Orientation
- Measurements
- Matching Order Placed
- Do Not Lay Zones



Edlen | Exhibitor Resources and FAQs
edlen.com/exhibitor-resources/

Billing Procedures

- Estimates
- 3rd Party
- Wire Transfers/ACH Payments
- Company Checks
- Final Payment
- Invoice Availability – <https://ordering.edlen.com/login>

National Association of Convenience Stores 2023

October 4-6, 2023

Contact Us

EMAIL: ATLANTA@EDLEN.COM
PHONE #: (404)223-8400
WEBSITE: [EDLEN.COM](https://edlen.com)
Online Ordering: <https://ordering.edlen.com/login>



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Quick, secure, and easy to use!

You may receive an email to finalize your order from

ExhibitorServices-Atlanta@edlen.com

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CCLD – IT Services



Exclusive Services

- ❖ High Speed Wired Internet Connectivity
- ❖ Wireless Internet Connectivity
- ❖ Dedicated Bandwidth Offerings
- ❖ Private Networking Solutions
- ❖ Telephone & Voicemail Services
- ❖ Circuit Extensions

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QUESTIONS-? (time permitting)





4 Power Strategies for NACS Show Exhibiting Success

Curated specifically for NACS Show exhibitors based on participant pre-meeting survey

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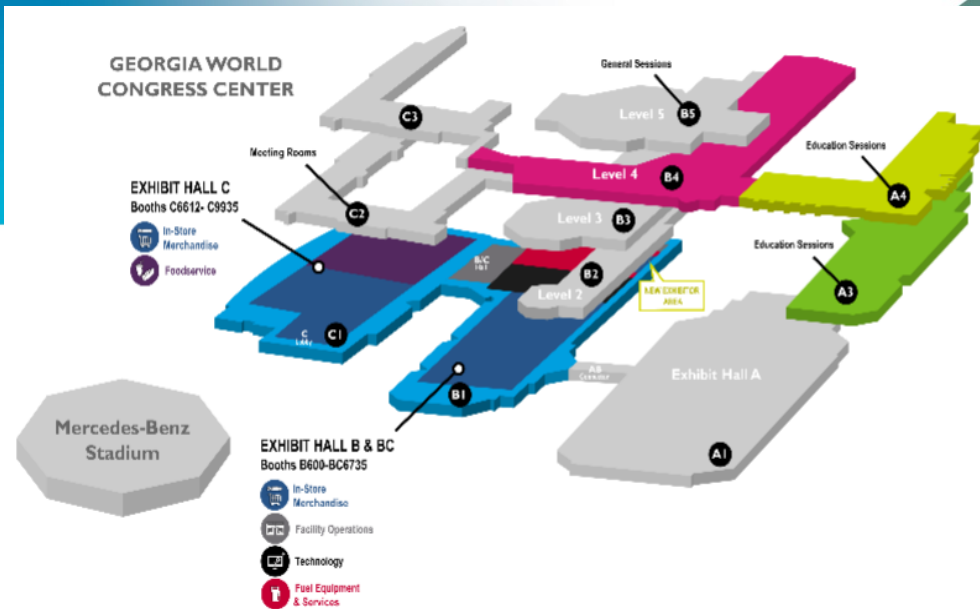
Jefferson Davis

Competitive
Edge 
"exhibiting excellence"

FACILITY TOUR

GROUP A:
COMPANIES A-M

GROUP B:
COMPANIES N-Z
(10 mins later)



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NETWORKING HAPPY HOUR

Thomas Murphy Ballroom Galleria

Chef's Special Menu!

5:00 - 6:30



TOMORROW

Mercedes Benz Stadium Gate 2

8:30 – 9:30 Continental Breakfast

9:30 – 10:30 Stadium Tour

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