

# Brand Visibility

## Cool New Products Preview Room

- Top destination for buyers
- Extra day of exposure
- Reverse lead retrieval
- Limited space remaining
- Starts at \$750



# Brand Visibility

## Cool New Products Post-Show Box

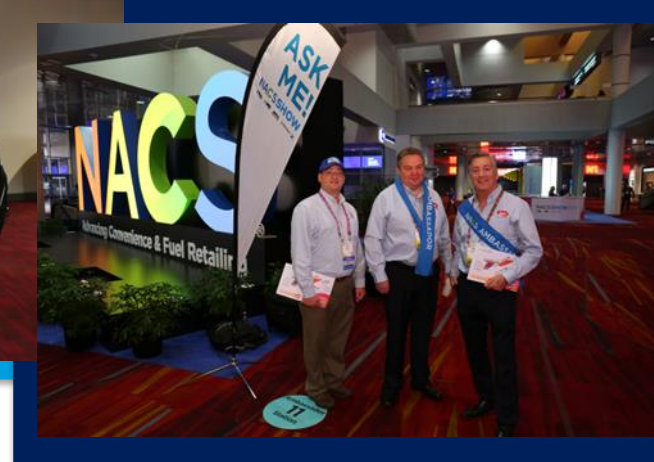
- 200, hand-selected category managers who attended the NACS Show
- Receive leads w/ emails
- Limited space remaining
- Cost: \$2,500



# Brand Visibility

## Ambassadors

- **FREE!** Exhibitor exclusive opportunity
- **Connect with your best customers and meet new ones!**
- **Greet and assist attendees before the expo (doesn't conflict with expo hours)**
- **Bonus Priority Points**



# Exhibitor Resources

## Exhibitor Portal

- [nacsshow.com/exhibitorportal](https://nacsshow.com/exhibitorportal)



### Exhibitor Portal

Resources for NACS Show 2023 exhibitors.

Showing all exhibitors for admin users:

PORTAL FOR:

NACS - Industry Initiatives & Advancements (Booth 9997)

#### Exhibitor Dashboard

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

LAUNCH DASHBOARD

powered by

#### 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.

OPEN SERVICE KIT

#### Hotels

Book your hotel rooms for the NACS Show through the official housing agency, Connections Housing.

LAUNCH HOUSING

#### Ambassadors

Volunteer as an Ambassador! Connect with your customers and increase your company's visibility at the NACS Show. [What is an Ambassador?](#)

ADD/EDIT AMBASSADORS

GENERATE SELF-REGISTRATION EMAIL

#### 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 data is included?](#)

PLEASE NOTE: Email Addresses are NOT included. Non-refundable.

LIST NAME

DOWNLOADS

2022 NACS Show Attendees - Final  
Final list of all attendees registered for the 2022 NACS Show.

[Download XLSX](#) [Download CSV](#)

I agree to never sell, distribute, share, or disseminate the downloaded list without written permission from NACS.

# Exhibitor Resources

## Exhibitor Dashboard

### NACSSHOW2023












#### NACS – Industry Initiatives & Advancements

[Contact Us](#) | [Event Webpage](#) | [Logout](#)

Booth(s): 9997

**Activity** | **11** Views | **0** Clicks | **0** Leads | [HOW DO I RANK?](#)

 <b>Exhibitor Directory Listing</b> Edit company information & select product categories	 <b>Order Show Marketing and Advertising - Now Available</b> Click here to purchase Cool New Product Showcase or a Business Appointment Center.	 <b>Online Advertising Packages</b> Learn how you can increase your visibility, showcase your products, and generate qualified leads
 <b>Additional Content</b> Upload your additional contact, such as collateral, online contacts, and special offers	 <b>View Leads &amp; Stats</b> View your leads & stats	 <b>Submit Payments / Download Invoice</b> Review your Account Summary, print a statement and/or pay your balance.
 <b>Download Contract</b> Click here to download a copy of your current PDF contract.	 <b>Exhibitor Checklist</b> Click here to review the exhibitor checklist and important exhibitor deadlines	 <b>Share Your Show Presence</b> Click here to generate a link to your listing and online booth

# Exhibitor Resources

## 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](#)

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**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](#)

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**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.

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**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: susie.hall@advantageexhibitions.net  
Address:  
Address 2:  
City: Irvine  
State: CA  
Country: United States of America  
Zipcode: 92618  
Phone: 912-496-0325  
Fax:

[Edit Information](#)

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**Product Categories**

You have not selected any product categories.

[Edit Information](#)

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**Geographic Regions Served**

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

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**Brands**

Click here to add brands to your listing.

# Exhibitor Resources

## 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

### 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).

# Exhibitor Resources

## Lead Retrieval

- **Service Kit:** <https://www.nacsshow.com/Exhibit/Exhibit-Preparation-and-Booth-Setup/ExhibitorServiceKit>
- Select 'Lead Retrieval/Badge Scanning'
  - [https://www.nacsshow.com/Exhibit/Exhibit-Preparation-and-Booth-Setup/ExhibitorServiceKit/Tab-5\\_Additional-Services/Lead-Retrieval](https://www.nacsshow.com/Exhibit/Exhibit-Preparation-and-Booth-Setup/ExhibitorServiceKit/Tab-5_Additional-Services/Lead-Retrieval)
- Lead Retrieval options include a Mobile App version or a physical device.
- Access to attendee information that is scanned by your team.

### NACSS 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 IDs 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
<b>SWAP® Mobile App Badge Scanner</b> (Up to 2 users)	\$ 425	\$ 475	\$ 499		\$
<b>Add SWAP Mobile App Users*</b> to any featured products after purchase of initial lead option		\$ 149 each			\$
Subtotal A					\$
LEAD RETRIEVAL OPTIONS					
<b>Handheld Badge Scanner</b>	\$ 475	\$ 525	\$ 575		\$
<b>Tablet Badge Scanner</b>	\$ 475	\$ 525	\$ 575		\$
<b>Bluetooth Printer</b> Order 1:1 for all SWAP Mobile Users, Handheld Scanners and Tablets purchased	\$ 100	\$ 125	\$ 150		\$
ADDITIONAL SERVICES					
<b>Developer's Kit</b> (Real Time Data Services) Click <a href="#">here</a> for more information		\$ 850			\$
<b>Survey Setup</b> (up to 5 questions)		\$ 99			\$
<b>Delivery of Reader to Booth</b> (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					\$

**Order Online Now:** <https://exhibitor.swap.mge360.com/>

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Check if information is for:  Exhibiting Company  Third Party

3rd Party Company (if applicable): \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

REGISTRATION FORM



## Booth Flooring

- Flooring is not included in the cost of the booth space.
- Flooring is required.
- Can be purchased in the [Service Kit](#) or exhibitors can provide their own flooring to be shipped and delivered to their booth space.

## Personal Vehicles

- View the Targeted Floor Plan for the earliest date and time you are allowed to setup your booth.
  - [Hall B](#)
  - [Hall C](#)
- Marshalling Yard Check-In at 362 Ivan Allen Jr Blvd.
- Must have a window card to get into the dock area.
- [Contact Freeman](#) for further assistance.
- Freeman will turn away any unauthorized vehicles arriving at the docks.

## Catering | Levy

- All Food and Beverages need to be purchased through Levy.
- If you are sampling product:
  - [Food and Beverage Guidelines](#)
  - [Sampling Form](#)

# Networking

## NACS Show Convenience Connect



**Lonnie McQuirter**  
Director of Operations  
36 Lyn Refuel Station

Company: 36 Lyn Refuel Station is a Minnesota-based independent retailer specializing in locally sourced foods and quality products. The convenience store is passionate...



**Peter Kempton Jr.**  
Senior Category Manager  
TravelCenters of America

Peter is the Lead Category Manager for all center store convenience at TravelCenters of America. Responsibilities include leading his team for Confection, salty snacks, meat snacks, ice...



**Lisa Dell'Alba**  
President/CEO  
Square One Markets, Inc.

Lisa Dell'Alba was born into the world of retail at Square One Markets. As a young child her father disallowed her to partake in the operation of their family business, but there was no...



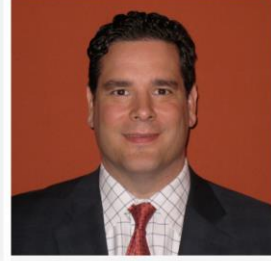
**Michelle Weckstein**  
Director of Food and Beverage Brands  
Southwest Georgia Oil & Gas SunStop

Michelle Weckstein is the Director of Food and Beverage Brands. In Weckstein's role as Food and Beverage Brand Director, she oversees all coffee, fountain, and frozen beverage...



**Tony Phomsengdy**  
Category Manager  
CAL's Convenience, Inc.

Established in 2018, CAL's Convenience, Inc. proudly operates 207+ Stop&Go locations located in West Texas, Oklahoma, and New Mexico. We take tremendous pride in the services we provide...



**Vito Maurici**  
Senior Vice President of Sales  
McLane Company, Inc.

Vito joined McLane Company in 2016 as the Vice President of sales for convenience, travel and military trade channels. In May of 2017, Vito was promoted to Senior Vice President of Sales and...

Our most influential retailers representing all store sizes will host small, casual groups of **new suppliers (less than three years of exhibiting experience)** to discuss industry topics relevant to their stores. [Learn more about the session.](#)

**Only 40 seats available – first come, first-served.**  
**Wed., October 4, 8:30 am - 10:00 am**

# Networking

## Kick-Off Party & Education Sessions



- Tuesday, October 3, 5:30-7:00
- Mercedes-Benz Stadium
- Upgrade to Exhibitor Full Conference registration
  - \$200 within allocation
  - \$295 over allocation

# Thank you!