

# NACS Show September Exhibitor Newsletter

Providing exhibitors with updates and the tools to plan for a successful NACS Show.

We're in the home stretch and we can't wait to see you in Las Vegas!

## Exhibitor Service Kit

---

You can access it in your [NACS Show Exhibitor Portal](#) (login required). *Important reminder! DO NOT send food, drink, or any temperature sensitive product to Freeman's advance warehouse. Ship those items directly to Show site. Further details in the service kit.*

## Become a NACS Show Ambassador Today!

---

Connect with your best customers and meet new ones. Ambassadors cheerfully greet and assist attendees in finding their way around the Las Vegas Convention Center. In return, you'll take advantage of an indirect marketing opportunity before the expo even opens and you will earn 2 priority points for your company (maximum 2 points per company)! Build your brand and get noticed! [Learn more...](#)

Signups for NACS Ambassador shifts are available in your [NACS Exhibitor Portal](#)! **Space is Limited.** Sign-up today! Questions? Contact Erin Garay at [egaray@convenience.org](mailto:egaray@convenience.org)

## Cool New Products

---

95% sold...avoid the waitlist! Extend your NACS Show presence beyond the expo. Display your new products at this must-see, high-traffic feature at the NACS Show. [Log into the exhibitor portal](#) and click on the Order Show Marketing and Advertising tile to secure your space. [Watch this short video](#) to learn more. Questions? Contact [Nicole Walbe](#).

## Important Upcoming Deadlines

---

- [F&B Sample Authorization](#) and [F&B Catering Orders](#) – **9/16/22**
- [LOWE's Refrigeration Order](#) – **9/18/22**
- [Advance Warehouse Shipments to Freeman](#) – **9/2/22 - 9/21/22**
- [Deadline to pre-register booth personnel badges. Onsite rates apply.](#) – **9/29/22**

## Stand Out at the NACS Show - A Retailer's Perspective

---

**Watch** Kevin's conversation with Colin and Tim about their approach to the NACS Show and what exhibitors like you can do to gain their attention.

- **Colin Dornish** - Sr. Director of Operations, Coen Markets, Inc.
- **Chris Hartman** - Director of Fuels, Forecourt, Advertising & Construction
- **Kevin Kraft** - Director, Small Format, FIFCO and In-coming NACS Supplier Board Member

## **Supplier Session: How the Evolving Customer Journey is Redefining Industry Partnerships with Unified Commerce**

---

October 2, 2022

8:30 AM - 10:00 AM PDT

Location: Pavilion 10/11

This session is open to ALL suppliers, including booth personnel. No registration required.

### **Checklist Items**

---

- Exhibitor Portal Now Open (Login Required) The [NACS Show Exhibitor Portal](#) is the gateway to access pre-show planning needs.
  - Submit Exhibitor Directory company listing details (online listing only)
  - Exhibitor Service Kit
  - Badge Registration – register booth personnel, upgrade to Full Conference
  - Purchase attendee list (**does not** include addresses or registered booth personnel)
  - Cool New Products space reservation and Ambassador signup
- Hot water handwashing stations and workspace sanitizing stations are required in each booth providing opened samples. Learn more in the [Exhibitor Service Kit](#) and at [www.nacsshow.com/erc](http://www.nacsshow.com/erc).
- **Exhibitors Beware** - Vendor and show services scams! Please review the list of [NACS Official Contractors](#). We have been made aware of companies that may be aggressively pursuing you, or your company, to solicit services (especially housing/hotels and an unofficial show daily) surrounding the NACS Show. If you are ever unsure of the legitimacy of an offer of service, please feel free to reach out to your [account manager first](#).
- **Have you reserved your housing?** We STRONGLY encourage you to book through our [official housing vendor](#) (see notice above).

### **Exhibitor Updates Archive – Don't Miss Out!**

---

All NACS Show exhibitor communications are archived for your team to review at any time. Check the [Exhibitor Update archive](#) to ensure that you haven't missed any time-sensitive information.