

# NACSSHOW2023

MEMBER OF AMERICA **EMAI** **PEI** CONEXXUS **X**

## 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 Atlanta soon!

### IMPORTANT UPCOMING DEADLINES

- [Electrical, Plumbing, & Cable Services Discount Deadline](#) – **9/13/23**
- [Refrigeration Order \(Lowe Rental, Inc.\) Deadline](#) – **9/19/23**
- [F&B Catering Orders & Authorization for Sample F&B Distribution](#) – **9/20/23**
- [Advance Warehouse Shipments to Freeman](#) – **8/30/23 - 9/22/23**
- [Deadline to pre-register booth personnel badges. Onsite rates apply.](#) – **10/1/23**

### CHECKLIST ITEMS

- **Exhibitor Portal Now Open (Login Required)** The [NACS Show Exhibitor Portal](#) is the gateway to access pre-show planning needs.
  - Approve Exhibitor Directory company listing details (*online listing only*)
  - Exhibitor Service Kit
  - Badge Registration – register booth personnel, upgrade to Full Conference
  - Cool New Products and/or Business Appointment Centers space reservation, Ambassador signup
  - Deadline checklist
- Per state regulations, all alcohol must be purchased through Levy Restaurants (GWCC exclusive caterer). Sample product cannot be delivered on a “zero invoice” to the NACS Show in Atlanta from local distributors. Learn more in the [Exhibitor Service Kit](#) and at [www.nacsshow.com/erc](http://www.nacsshow.com/erc).
- Please note in Atlanta, GWCC In-House Venue Partner, **Edlen**, provides electrical and plumbing services for your booth. The advanced rate deadline is **September 13<sup>th</sup>**.
- **Do you need Fire Marshal Approval?** If you are planning any of the following:
  - Cooking
  - Multi-level booth
  - Partial or complete cover
  - Lighter Displays

..... you will need Fire Marshal approval IN ADVANCE! If you have not already done so you need to take care of this right away! Forms and contact information are available in the [Exhibitor Service Kit](#). Or contact [Heather Kulla](#) for information.
- **Exhibitors Beware!** 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) 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).

### **COOL NEW PRODUCTS**

[Watch this short video](#) to learn more about showcasing your product in the Cool New Products Preview Room at this year's NACS Show. *90% sold...avoid the waitlist!* [Log into the exhibitor portal](#) and click on the Order Show Marketing and Advertising tile to secure your space. Questions? Contact [Nicole Walbe](#).

### **WHAT IS A NACS SHOW AMBASSADOR?**

NACS Ambassador activities place volunteers from your company in front of Show attendees and provide an indirect marketing opportunity for your company before the show floor opens. [Learn more...](#)

Signups for NACS Ambassador shifts are available in your [NACS Exhibitor Portal](#) (login required). Questions? Contact [Anna Serfass](#) at (703) 518-4243.

### **Supplier Session: NACS Show Convenience Connect**

NACS Show Convenience Connect is an opportunity for our newest supplier members to meet and learn from our most influential retailers in a relaxed, congenial environment ahead of the industry's flagship event. [Learn more...](#)

### **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.