

NACSSHOW®

NACS **PMMA** **PEI** CONEXXUS **X**

Atlanta 2016

October **18-21**

Georgia World Congress Center

MEET YOUR
FUTURE



- ✓ Showcase new products
- ✓ Build your brand
- ✓ Maximize your investment

SELL

All roads
lead
to profits

NACSSHOW®

NACS PYMAA PEI CONEXXUS X

Event and Program: October 18-21, 2016
Expo: October 19-21, 2016
Georgia World Congress Center | Atlanta

Thousands of buyers come to the NACS Show to find ideas, discover new products and develop profitable business connections.

You can make the most of your exhibiting investment by marketing your company and your new products to this dynamic buying audience.

MEET YOUR
FUTURE

Contact your NACS Advertising Rep today:

Stacey Dodge
Advertising Director/
Southeast
(703) 518-4211
sdodge@nacsonline.com

Jennifer Nichols
National Advertising Manager/
Northeast
(703) 518-4276
jnichols@nacsonline.com

Sandy Smith
National Sales Manager/
West-Midwest
(703) 518-4277
ssmith@nacsonline.com

Whatever your marketing objectives,
we have solutions
to move you forward!

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Build awareness

Reach thousands of potential buyers

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Increase visibility

A powerful platform for your brand

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Drive booth traffic

Gain immediate attention

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Launch a new product

Debut your next product

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Close sales

Get your prospects to sign on the dotted line

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Freesources and A la Carte Marketing Solutions

Inside back cover
Contacts and NACS Show resource information



Build awareness

Growing brand recognition is one of the best things you can do for your company. Build lasting awareness with various exclusive NACS Show marketing opportunities that reach thousands of potential buyers.

Increase your visibility and get more leads at this year's NACS Show.



BEST VALUE!

Frequency Package

\$14,000 net investment – a \$22,150 net value!

1. **3 full-page ads** in *NACS Magazine* – one in each issue: September Pre-Show issue, October NACS Show issue and November Post-Show issue
2. **Half-page ad** in the *NACS Show Program & Directory*
3. **NACS Online square button banner ad** in September

Purchase of this package qualifies advertisers for the added value of a **half-price, full-page ad in the Official NACS Show Daily**.



Increase visibility

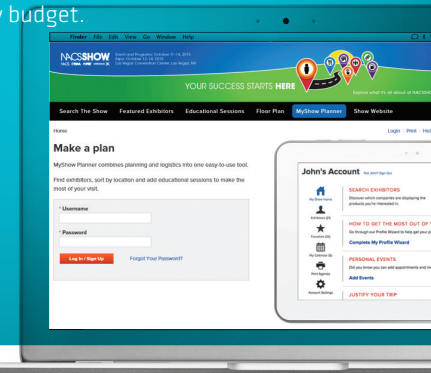
Target and engage top buyers before you even arrive at this year's NACS Show. NACS Show online tools offer a powerful platform for your brand to reach potential buyers and **help retailers find your booth on the expo floor.**

NACS Show Online Directory and Mobile App

The only complete resource for exhibitor information that's updated in real time – **before, during and after the Show!**

Attendees use the exhibitor directory and MyShow Planner to find new products and suppliers while planning their NACS Show schedule.

Packages to enhance your listing and include lead generation are available for every budget.



Drive booth traffic

Looking for ways to drive booth traffic to increase sales at this year's NACS Show? Gain the immediate attention of attendees by capitalizing on ad space in the only official publication available the NACS Show.

Drive booth traffic and deliver results in 2016 and beyond.



50% savings

Onsite Visibility Package

Purchase a full-page ad in NACS Magazine's October NACS Show issue and receive 50% off a full-page ad in the NACS Show Daily and the NACS Show Program & Directory.



Launch new products

So, you're looking to introduce a new product into the convenience channel. The NACS Show is the ideal place to debut your next product. Each year, thousands of retailers are eager to find the latest offerings in the popular Cool New Products Preview Room.

Will yours be part of the lineup buyers will see in 2016?



Preview Room

Cost \$750-\$1,700
(Exhibitors Only)

Attendees use hand-held scanners to capture product details. Preview Room exhibitors receive a list of all attendee leads for their product post-Show.

Attention First Time Exhibitors! NACS is offering FREE Preview Room space to the first 25 new exhibitors to apply. Visit nacsshow.com/cnp for details.

Order at nacsshow.com/cnp or contact Nicole Walbe at nwalbe@nacsonline.com or (703) 518-4229.

Cool New Products Preview Room Package

25% savings

Available to Cool New Products Preview Room exhibitors. A **Quarter-page ad** \$900 net investment (\$1,200 value) or a **Half-page ad** \$1,500 net investment (\$2,000 value)!

Cool New Products Guide Ad

in *NACS Magazine's* October NACS Show issue.

Each ad is included in the online version of the Cool New Product Guide located on nacsonline.com for 3 months (Oct/Nov/Dec)



Close sales

It's all about closing the deal. NACS Show Business Appointment Centers provide convenient and private space to host meetings with retailers during the Show. Share your expo specials with buyers pre-Show and make your final pitch post-Show with Attendee Lists.

Take this opportunity to make presentations, negotiate contracts and entice your prospects to sign on the dotted line before you leave Atlanta.



Contact
Kym Selph
kselph@nacsonline.com
(703) 518-4367

Business Appointment Centers

NACS Business Appointment Centers (BACs) are blocks of rooms near the expo designed exclusively for NACS Show exhibitors. Host meetings, make presentations, negotiate contracts and do anything else that helps maximize their time at the NACS Show. Access to the BAC is available before, during and after expo hours.

Each BAC location comes equipped with:

- / Temporary hard wall construction with a door for privacy, carpeted and wastebasket
- / Company identification sign
- / 12' x 12' room with 1 conference table and 6 chairs
- / 12' x 24' room with 2 conference tables and 12 chairs
- / 24' x 24' room with 4 conference tables with 24 chairs

Dimensions and Costs

- 12' x 12' / 3 Days / \$1,700
- 12' x 24' / 3 Days / \$3,200
- 24' x 24' / 3 Days / \$6,200
- 12' x 12' / 1 Day / \$1,100
- 12' x 12' / One Hour / \$350

Hours

- Tues., Oct. 18 / 2 pm – 6 pm
- Wed., Oct. 19 / 7:30 am – 6 pm
- Thur., Oct. 20 / 7:30 am – 6 pm
- Fri., Oct. 21 / 7:30 am – 1:30 pm

NACS Show Attendee Lists

Cost: **\$100-\$450**

(Pre- and Post-Show; Exhibitors Only)

Freesources

Social Media

Connect with NACS and tell NACS Show attendees why they should visit your booth; **share news on products, celebrity appearances, special deals and more.**



Facebook
3,847 likes



LinkedIn
12,738 members



Twitter
7,182 followers



Instagram
307 followers

Exhibitor Directory Listing

Three out of four attendees have already decided which exhibitors they want to see before they even get to the Show. **How will you ensure your booth is on their must-see list?** Make it easy for thousands of NACS Show buyers to find your products and services before, during and after the NACS Show by adding your company's profile to our Exhibitor Directory. Your personalized listing will appear on nacsshow.com, in the official onsite *NACS Show Program & Directory* and in the NACS Show Mobile App for on-the-go access. **Get the details and upload your listing today at nacsshow.com/exhibitorportal.**

NACS Show Mobile App Listing

Put your brand in the hands of retail buyers, wholesalers and distributors with decision-making authority as they navigate the expo onsite with the official mobile app. A complimentary basic listing in the NACS Show Mobile App

A la Carte Marketing Solutions

is available to all exhibitors. Login to the exhibitor portal (nacsshow.com/exhibitorportal) to upload your company logo, product images and descriptions, press releases and videos.

Need help? Email your questions to mobileapp@nacsonline.com for support.



NACS Ambassadors

Become a NACS Ambassador and connect with your customers. Volunteers cheerfully greet and assist attendees in finding their way around the convention center. Companies that participate in NACS Ambassador activities receive special recognition:

- / **Your company logo** is placed on the NACS Ambassador Recognition Board in a high-visibility area in the convention center.
- / **NACS Ambassador companies** are recognized in the *NACS Show Program & Directory*.

Build your brand and be noticed.

To volunteer, go to www.nacsshow.com/ambassadors or contact Alison Daniels at adaniels@nacsonline.com or (703) 518-4287.



Print

NACS Magazine

Cost: **\$4,462.50** net per full-page ad for all three issues, **\$3,302.25** net per half-page ad for all three issues.

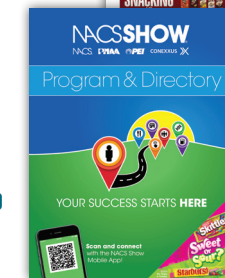
NACS Magazine Cool New Products Guide "Show Issue"

Cost: **\$1,200** per quarter-page ad **\$2,000** per half-page ad



The Official NACS Show Daily AD

Cost: **\$3,250-\$20,000** (Exhibitors Only)



NACS Show Program & Directory AD

Cost: **\$1,750-\$16,100** (Exhibitors Only)

Electronic Media/ Direct Mail

nacsonline.com banner ads

Cost: **\$475-\$1,950**/two-week period based on ad size

NACS Daily e-Newsletter Banner Ads

Cost: **\$1,100-\$4,950**/month based on ad size and availability



Product Sampling NACS Show Product Bag

Cost: **\$2,500** (Exhibitors Only) upon availability after May 1

Distributed to the first 3,000 retailers. Includes product sample, flyer or promo item, logo on onsite signage and listing of company name, logo and booth number inside the bag.



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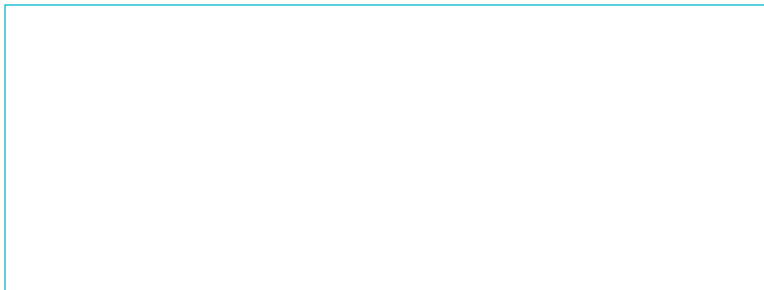
Sandy Smith

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NACS

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Visit nacsshow.com/marketing
to explore your options!



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