

FAQs

Q: What should I make sure I have in my booth for retailer interaction?

A: You should have business cards, product samples, product fact sheets/sell sheets, how to buy information and a display of your products if possible.

Q: Where can I go if I have questions about my booth set up?

A: Please refer to nacsshow.com/erc. You may also contact NACS staff with any general questions.

Q: Does all networking primarily take place at your booth?

A: You should always have a representative at your booth during show hours, but also get out and walk the Show, attend networking events and make some introductions. Viewing other companies' booths and ideas may spark some concepts you wish to incorporate into your booth next year!

Q: Is it a good idea to utilize a scanner for leads?

A: If it's within your company's budget, it is recommended that you utilize a scanner. All attendees wear a pre-registered badge with their contact information on a bar-code. Scanning badges is an efficient way to receive a summary of all prospects who stopped by your booth, as not everyone will have a business card.

Exhibitor resources

Service kit: nacsshow.com/servicekit
Official hotels: nacsshow.com/housing
Exhibitor registration: nacsshow.com/exhibitorportal
Exhibitor portal: nacsshow.com/exhibitorportal
Exhibitor resource center: nacsshow.com/erc
Show marketing: nacsshow.com/marketing
Priority points criteria: nacsshow.com/prioritypoints

Visit convenience.org for a complete listing of NACS events, tools and resources that could support your business throughout the year.



WELCOME TO THE NACS SHOW!

The NACS Show is one of the largest trade shows in the country, with more than 410,000 square feet of exhibit space and more than 22,000 attendees anticipated in 2019. It can easily be overwhelming for even the most practiced trade show team.

This guide includes a collection of advice from some of our most seasoned and engaged members and exhibitors who have been continuously successful at the NACS Show.

Our veteran exhibitors provide guidance on how to prepare for the Show, best practices on-site, and how to close the sale after the Show.

As you begin to prepare for the 2019 NACS Show, take a moment to review this guide and be sure to share it with your colleagues.

If you have additional questions about "maxing" your NACS Show, reach out to us! The membership committee has decades of combined experience that we are happy to share with you. Visit the membership committee page for our contact information: convenience.org/smc.

Best of luck as you get ready for the NACS Show!
See you in Atlanta!

- NACS Supplier Membership Committee

Trade Show Do's & Don'ts

✓ Do's

Prepare for success and contingencies

Anticipate questions, prepare responses

Know your role/responsibilities

Practice your demonstration prior to the Show

Get to booth early to avoid last minute issues

Qualify each attendee's situation/needs prior to presenting

Ask qualifying questions

Listen

Present enough information to generate an order or stimulate post-Show activity

Familiarize yourself with all aspects of the booth

Provide relevant information at right technical level

Stand and face out to engage attendees

Maintain open body posture and good eye contact

Convey confidence and conviction

Be assertive not aggressive

Make sure your badge is visible

Be professional at all times

Ensure your booth is staffed for all hours and all days of the Show

Smile and be enthusiastic — it's contagious

✗ Don'ts

Don't eat, drink or read in booth

Don't use cell phones in booth

Don't leave your booth unattended

Don't pitch first and ask questions second

Don't let customers with complaints ruin it for others — move out of booth and discuss one on one

Don't argue with prospects/customers

Don't stand with your back to the aisle

Don't let the booth get messy

Don't be afraid to admit you don't know the answer

Don't complain about the Show or being at the Show

Don't wear uncomfortable shoes or clothing

Don't talk to your associates, talk to your prospects/customers

Don't lean on counters or tables

Don't convey negativism non-verbally

Don't use inappropriate language

Don't bad mouth your competitors

Don't tear down early

Don't give up!

NACSSHOW2019

PIAA PEI CONEXXUS X

Atlanta / Oct 1-4
Georgia World
Congress Center



MAX THE NACS SHOW



Need a
NACS Show
mentor?
Visit
nacsshow.com/erc
for details.

SAVE THE DATE

Tuesday, Oct. 1
5:00-7:00pm
New Member Reception

Mercedes-Benz Stadium

Be our guest! Join our most engaged retailers, suppliers and NACS staff members for a toast — to you! — ahead of the official NACS Show Kick-Off Party.

Wednesday, Oct. 2
8:30-10:00am
A Tale of Two Products — How CPG and non-CPG Companies Can Make a Mark in the C-Store Channel

Speakers: Executives from Pilot Travel Centers, LLC, McLane Company, Inc. and JUUL Labs

This expert panel will share insights on how to engage the right people and build strategies to create long-lasting, productive partnerships with your convenience-store customers, no matter what you're selling.

NEW MEMBER WEBINAR SERIES

July 11
Pre-Show Prep

August 22
Pre-Show Prep, On-Site Tips and Post-Show follow up

Visit nacsshow.com for the latest information.



Pre-Show

90 Days before July 4, 2019

- **Develop your sales plan** — what will be your focus?
- **Identify promotions/** giveaway items
- **Produce Show literature/** marketing materials
- **Develop email campaign and target list** to bring customers to your booth
- **Identify key customers** to schedule booth meetings

60 Days before August 3, 2019

- **Begin** email campaign
- **Invite key customers** for booth meetings

30 Days before September 2, 2019

- **Continue email** campaign
- **Confirm customer** booth appointments
- **Put together binder of key customers** and sales materials to have at your booth
- **Hold staff meeting to review game plan** and booth work schedule
- **Train the team on asking open ended questions** and maxing booth engagement

90 Days before

- **Identify customers** for dinners
- **Sign up for NACS Ambassadors program** — great way to bring recognition to your company and get more involved in the channel
- **Review NACS evening events** and mark your calendar to attend
- **Visit** the LVCC
- **Visit www.nacsshow.com/erc** to request a NACS Show mentor

- **Attend Pre-Show Prep webinar** July 11

60 Days before

- **Send** dinner invitations
- **Review NACS educational sessions** and identify which ones to attend
- **Remember to pack misc. supplies** for booth set up
- **Bring plenty** of business cards
- **Ensure your on-site team is knowledgeable** of your programs, products and customers
- **Check in** with your mentor for additional tips

30 Days before

- **Finalize** dinner plans
- **Attend Pre-Show Prep webinar** August 22

Showtime

Set up

- **Merchandise** your booth
 - Prepare sample bags
 - Fill sample bins/ tubs/displays
- **Pick up lead retrieval machine** (if applicable)

Expo days

- **Be sure to have someone staffing booth** at all times for all days/hours of expo
- **First day:** pre-Show kick off meeting. Make attendance mandatory — define show goals, booth schedule and the day's booth appointments
- **Following days:** Daily staff meeting to review objectives, the day's booth appointments and the previous day's results

Upon arrival

- **Review dinner** appointments
- **Review educational session** schedule
- **Plan on attending evening events** — networking opportunities!

Expo days

- **Allow yourself time** to walk the expo
 - Ideas of booth design
 - Ideas on merchandising
- **Visit** the Cool New Products Preview Room
- **Attend educational sessions**

Post-Show

Close the deal

- **Follow up on your leads** generated from the Show
 - HOT leads within one week
 - All others within two weeks
- **Keep all leads to utilize for next year.** Add these to your email campaign
- **Send** any appropriate thank you cards
- **Schedule meetings** with your sales leads

Thinking ahead for next year

- **Gather your team** and assess what worked and what didn't. **Items to consider:**
 - Booth layout/location
 - Sales materials
 - Sample quantities — did we have enough or too much?
 - Did we draw people to the booth?
 - What could we do differently next year to increase traffic?
 - Staffing...enough people or too many
 - What other NACS and industry events should we plan to attend before next year's show?
- **Look out for an invitation to the Benefits Beyond the Show Webinar** in January 2020

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Outside