

NACS Show Convenience Catalyst Showcase Requirements & Specifications

Eligibility

To be eligible for the Convenience Catalyst showcase, a product must be new since October 17, 2025 or a product must be from a company that is new to the NACS Show this year.

A product must also fit the following criteria:

- **Maximum display dimensions:** 18" W x 18" D x 12" H
- **Product weight.** Enclosed shelf capacity is 13 lbs.
- Electricity will not be provided.

If you have questions about the criteria, contact Nicole: nwalbe@convenience.org.

Product Details

A link to submit the following product details will be e-mailed with the purchase confirmation. Retailers that scan your display will receive the details you provide.

- **Product name.** Up to 50 characters.
- **Product description.** Up to 60 words.
- **Sales contact information.** Name, phone, email and URL.
- **Sub-category of product.** What is new about the product. Select from: New Design, New Flavors, New to the Industry, New Services or New Technology.
- **Product release date.** Date released to the convenience industry.
- **Logistics contact.** Name, email, and cell phone of the person we can contact for set-up questions during the event.
- **Shipment tracking information.** Please provide shipment tracking information when available.

Product Quantities and Delivery

(product delivery deadline: **September 4**)

- **Products will be sent to NACS headquarters in Alexandria, VA.**
- Send enough product to merchandise your display space (18" W x 18" D x 12" H)
- NACS will supply special labels and instructions for delivery of product after payment is received.
- Products not received by the deadline will not be displayed.

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Product Placement Procedures

NACS staff will set up product displays. Please include photos of the preferred layout, detailed set-up instructions, or diagrams with your product shipment.

- NACS has a supply of display stands and risers, but you are welcome to send your own.
- NACS is not responsible for the loss, theft or damage of products sent for the Convenience Catalyst showcase.
- There is no sampling of product in the showcase.
- Perishable products must be displayed in its packaging.

Post-Show Procedures

Products will be on display until the end of the NACS Show on Friday, October 9.

- All products displayed will be discarded.
- NACS will not ship product samples back to your company after the NACS Show.
- Preview Room leads will be delivered real-time to your exhibitor dashboard.
- Images of the Convenience Catalyst showcase will be sent to participating companies after the NACS Show.