

“The NACS Show provides companies large & small

NACSSHOW2020

PIAA PEI CONEXXUS

the opportunity to connect, engage, and learn, as well as highlight their industry capabilities, solutions and thought leadership. The Coca-Cola Company exhibits at the NACS Show as a part of our company’s commitment to valuable customers – from relationship building to demonstrating growth and innovation in a competitive landscape.”

—Jay Ard, VP Industry Affairs, Coca-Cola Company

Become a NACS Member and Save!

NACS supplier members **save \$1,400 per 100 sq. ft. on booth space**, receive priority booth selection and exclusive Show marketing discounts.

To learn more about the additional benefits of NACS supplier membership, visit convenience.org/suppliermembership or contact: **Nicole Walbe**, nwalbe@convenience.org, (703) 518-4229.

2020 Exhibit Hall Hours

Monday, October 12 10:30 am* – 5:30 pm
Tuesday, October 13 10:30 am* – 5:30 pm
Wednesday, October 14 9:00 am – 1:30 pm

*New Exhibitor Area exhibits open at 10:30 am

Exhibitor Move-In/Move-Out

Move-In: October 8-11, 2020. The NACS Show has a targeted move-in schedule. All exhibitors will be assigned a date and time. Details will be provided in the Exhibitor Service Kit in July.

Move-Out: October 14-16, 2020. Dismantle of exhibits begins no earlier than 1:30 pm on October 14. All exhibitor freight must be removed by 3:00 pm on October 16, 2020.

2020 Preliminary Schedule*

SUNDAY, OCTOBER 11

7:30 am – 5:30 pm Registration
10:00 am – 5:30 pm Cool New Products Preview Room (Retailers Only)
2:00 pm – 5:00 pm Educational Sessions
5:30 pm – 7:00 pm Kickoff Party (Ticketed Event)

MONDAY, OCTOBER 12

7:30 am – 5:30 pm Registration
8:00 am – 11:30 am Cool New Products Preview Room (Retailers Only)
8:00 am – 9:55 am Educational Sessions
10:00 am – 11:15 am Opening General Session
10:30 am – 5:30 pm EXPO (New Exhibitor Area ONLY)
11:30 am – 5:30 pm EXPO (All Exhibits)
11:30 am – 5:30 pm Cool New Products Preview Room

TUESDAY, OCTOBER 13

7:30 am – 5:30 pm Registration
8:00 am – 5:30 pm Cool New Products Preview Room
8:00 am – 9:55 am Educational Sessions
10:00 am – 11:15 am General Session
10:30 am – 5:30 pm EXPO (New Exhibitor Area ONLY)
11:30 am – 5:30 pm EXPO (All Exhibits)

WEDNESDAY, OCTOBER 14

7:30 am – 1:30 pm Registration
8:00 am – 1:30 pm Cool New Products Preview Room
8:00 am – 9:00 am General Session
9:00 am – 1:30 pm EXPO (New Exhibitor Area and Main Exhibits)

*Schedule subject to change. Please visit nacsshow.com for updates.

Las Vegas / Event and Programs:
October 11-14, 2020
Expo: October 12-14, 2020
Las Vegas Convention Center

Visit www.nacsshow.com/exhibit for contact information of NACS and PEI exhibit sales representatives.

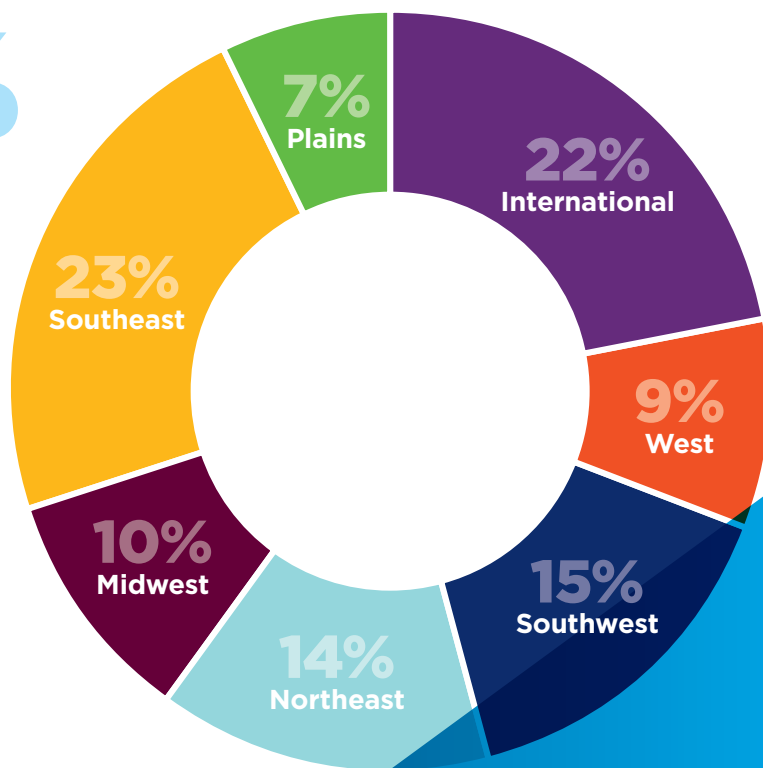
Who Attends the NACS Show?

(Data represents buyers only)



More than **1,250** exhibiting companies showcased their products at the sold out 2019 NACS Show.

Visit nacsshow.com/exhibitors to see the full list.



2019 NACS Show attendees came from all **50** states and **68** foreign countries.

ROI

Retailers of Influence

Top 20 Retailers Attending the NACS Show

7-Eleven
Alimentation
Couche-Tard Inc.
BP North America
Casey's General Stores
Chevron Corp.
CITGO Petroleum Corp.

ConocoPhillips/
Phillips 66
Cumberland Farms
EG Group (U.S. HQ)
Exxon Mobil Corp
GPM Investments, LLC
Kwik Trip Inc.

Marathon Petroleum Corp.
Pilot Flying J
QuikTrip Corp.
RaceTrac Petroleum, Inc.
Shell Oil Co./Motiva Enterprises LLC

Sunoco LP
Valero Energy Corp.
Wawa Inc.

Booth Fees

- **For NACS and PEI members:**
\$36.50 per square foot.
- **For non-members:**
\$50.50 per square foot
- **NACS Supplier Membership Fee:**
\$1,100.00 per year Membership with NACS and/or PEI must be maintained through October 2020 to qualify for the member booth rate.

What's Included in Booth Fees

- **High draped back wall** (8 ft.), and 3 ft. high draped side rails (in-line booths)
- **Standard 7"x 44" booth sign** (in-line booths)
- **Aisle carpet** throughout the exhibit hall
- **A comprehensive Exhibitor Service Kit**
- **A complimentary company listing** on nacsshow.com, NACS Show Onsite Guide, NACS Show mobile app, and floor plan (if materials are received by print deadlines)
- **Three badges for booth personnel** per 100 sq.ft. reserved. Badges must be registered on or before October 9, 2020.
Note: Booth floor covering is mandatory and must be provided by the exhibitor (not included in the booth fee).

Display Guidelines

A complete list of booth display guidelines for various booth layouts, hanging sign height restrictions, and truss height requirements can be downloaded and viewed at nacsshow.com/displayguidelines.

How Booth Space is Assigned

NACS Show exhibit space is assigned in "Priority Points" order. Only NACS and PEI Members will qualify for Priority Point selection (January-April 2020). Priority Groups have been created for booth selection. Qualifying exhibitors will select within their assigned group based on priority points accumulated. Point totals and Priority Groups were communicated in December 2019 to designated tradeshow and key contacts of member companies. Visit nacsshow.com/exhibit for the most current information.

Accumulation of Priority Points

Point accumulation is based on NACS and PEI membership and exhibitor engagement since 2004. The Priority Points reward loyal exhibitors and members of both organizations with

weighted emphasis on membership and tradeshow participation. For more details, go to nacsshow.com/prioritypoints.

Submitting an Application

Applications must be submitted online at nacsshow.com/exhibitapp. Access to the application will be granted based on current membership status and priority points earned. For additional details and floor plans, go to nacsshow.com/boothselection.

Any exhibitor that misses its assigned Priority Group application deadline will be placed at the bottom of their group for assignment, or at the top of the next group to be assigned.

After priority pre-selection and current member space assignments, exhibit space sales will open up to all suppliers (May 2020).

New Exhibitor Area

Our Retailers Asked and We Answered! In post-NACS Show surveys, retailers have told us that the top reason their buyers attend the NACS Show is to find new products and services. The New Exhibitor Area has been designed to concentrate these must-see companies in one area of the exhibit hall. Eligible new exhibiting suppliers will see extra benefits that NACS has put together to raise awareness and demonstrate the value of this new Show floor area to buyers. If you are a new exhibitor at the NACS Show, we want your first experience to be very successful. Space in the New Exhibitor Area is limited and is based on eligibility and space availability.

What you get:

- **10' x 10' exhibit space** (maximum size 10'x20' for oversized product displays, limited availability)
- **Extra, dedicated expo hours** for this section only:
10:30 am - 11:30 am on day 1 (1 additional hour)
10:30 am - 11:30 am on day 2 (1 additional hour)
- **Prominent marketing** to retailers about this new area
- **New exhibitor guide** distributed at the Cool New Products Preview Room (the NACS Show's top destination)

*NACS supplier membership applies only to organizations, not to individuals within an organization. Should an individual CEO/Owner/ Founder/Executive or any individual with qualifying ownership stake in an organization create a new organization, it would be considered a first-time exhibitor based on the new membership (former organization's membership can't be transferred).



NACSSHOW2020

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Las Vegas / Event and Programs: October 11-14, 2020

Expo: October 12-14, 2020

Las Vegas Convention Center

If it's visibility you're looking for, look no further

- **7,643** buyers attended the NACS Show.
- **24%** of retailers come to the NACS Show to see new products.
- The average planned expenditure of NACS Show retailers over the next 12 months, based on what they saw at the Show, is about **\$20.9 million**.
- Retailers spent an average of **11.28** hours at the expo compared to the 9.4 all-industry average.
- **74%** of Show attendees rated their likeliness of recommending the NACS Show to a friend or colleague a 9 or higher (out of 10).

Source: 2019 NACS Show Attendee Survey

Tap into the \$654.3 Billion Convenience Industry

- There are more than **153,000** convenience stores in the U.S. and they sold over \$654.3 billion of fuels and inside sales in 2018.
- **One of every 31.3 dollars** spent in the country was spent in a convenience store in 2018.
- Part of a high touch industry, convenience stores sell the majority of gasoline purchased in the country—**80%** of fuel sold in the United States.
- The c-store channel is flexible and open to innovations — our consumers are known to venture out and embrace new products in all categories.

Source: Nielsen/TDLinx and NACS State of the Industry Report of 2018 Data.

Two-thirds of NACS Show exhibitors cited “Product Exposure” as an extremely influential (9 or 10 out of 10) reason to exhibit at the 2019 NACS Show.

