



# Trade Press Exhibitor Benefit Program

### Company Information:

Company Name \_\_\_\_\_  
 Doing Business As \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code/Zip+4 \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Website \_\_\_\_\_

*If you are a member of the industry trade press, please fill out the Trade Press Program Application form. If you are unsure about your status, contact Jeff Lenard at jlenard@nacsonline.com.*

### Key Contact:

(Key will receive NACS mailings and will be listed in the NACS Membership Directory)

Mr./Ms./Mrs. \_\_\_\_\_  
 Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)

### Tradeshow/Exhibit Contact:

(if different from Key Contact)

Mr./Ms./Mrs. \_\_\_\_\_  
 Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)

**NACS Daily** and **NACS Magazine** subscriptions are complimentary to all member company employees. Please provide contact information for any other staff you would like added to our database, and indicate which communications they would like to receive by checking the box.

### Additional Contact:

Mr./Ms./Mrs. \_\_\_\_\_  
 Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)

### Additional Contact: (Optional)

Mr./Ms./Mrs. \_\_\_\_\_  
 Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)

### Additional Contact: (Optional)

Mr./Ms./Mrs. \_\_\_\_\_ Name \_\_\_\_\_  
 Preferred Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address (Street, P.O. Box) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_ Postal Code/Zip+4 \_\_\_\_\_  
 NACS Magazine Subscription     NACS Daily (Email)

## Trade Press Exhibitor Benefit Program

**How did you hear about NACS?**

- Referred by NACS Member:  
 Company: \_\_\_\_\_ State: \_\_\_\_\_
- NACS Direct Mail Piece/Advertisement
- NACS Online/NACS Publication
- Other Industry Event or Web Site: \_\_\_\_\_
- Other Source: \_\_\_\_\_  
 \_\_\_\_\_

**What is your primary reason for joining NACS?**

- Access to industry leaders
- Access to the NACS
- Access to industry info/education
- The NACS Show (i.e., State of the Industry Report)
- Membership Directory
- Other: \_\_\_\_\_  
 \_\_\_\_\_

**Membership payment:**

**Trade Press Exhibitor Benefit Program levels:**

- Base Level Trade Press Exhibitor          \$0
- Premier Level Trade Press Exhibitor          \$18,000

**Amount enclosed**      \$      [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ] . [ ]

(payable in U.S. funds)

Payment method:     ACH/electronic     Check enclosed     Credit card

Credit card account number \_\_\_\_\_  
Official Card of NACS       American Express, MasterCard or Visa only

Expiration Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

CC Name \_\_\_\_\_ CC Phone \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks (in U.S. funds drawn on a U.S. bank) payable to NACS. Remit to NACS, P.O. Box 6930, McLean, VA 22106-9902.

**PLEASE MAKE A COPY FOR YOUR RECORDS AND THEN RETURN THIS ENTIRE FORM TO NACS**

**It's easy to pay today:**

- By Mail**
  - Enclose a valid check in U.S. funds drawn on a U.S. bank, payable to NACS.
  - OR include your credit card payment information
  - Make a copy for your records and then return this entire form to NACS
  - Mail to: NACS, P.O. Box 6930, McLean, VA 22106-9902.

- Email us to discuss ACH/electronic payments**
  - nacsreceivables@nacsonline.com

Contact us at nacsreceivables@nacsonline.com to discuss ACH/electronic payments.

**Credit Card Authorization:** NACS is authorized to charge the credit card above for the membership opportunities in the amount indicated.

One of the many services NACS performs is to represent the industry before federal governments. Under federal law, the percentage of dues applied towards lobbying activity is not tax deductible as a business expense. For your NACS membership, this means that 56% of your 2017 dues are non-deductible. (*NACS Magazine* subscription price of one year (\$70) is included in dues, and members may not deduct subscription price from dues.)

## NACS Trade Press Exhibitor Benefit Programs

Due to the unique relationship and role that the trade press plays in industry affairs, most trade associations of similar scope to NACS either do not permit the trade press to be association members or they have a special class of membership for the trade press with limited benefits. All associations of substance have well developed trade press editorial policies. Very few trade associations allow the trade press to serve in their governance structures.

NACS has adopted a comprehensive Trade Press Editorial Policy and has created two Trade Press Exhibitor Benefit Programs to provide levels of benefits to trade press that desire an association relationship beyond editorial activities principally involving exhibiting at NACS events. We have elected to discontinue trade press supplier membership and to implement these programs instead of creating separate membership classes.

### BASE Level Trade Press Exhibitor Benefit Program

Trade press companies that elect to participate at this level pay no annual fee and receive the following benefits:

1. Member expo rates
2. Listing in directories
3. Eligible for purchasing full conference credentials and tickets to special events
4. Free subscription to *NACS Magazine*

### PREMIER Level Trade Press Exhibitor Benefit Program

Trade press companies that elect to participate at this level pay an annual fee of \$18,000 and receive the following benefits (in addition to Base Level benefits):

1. Priority booth selection
2. Booth mystery shopping report
3. Advance selection of hotel rooms and Business Appointment Centers
4. Complimentary furniture upgrades for Business Appointment Centers/meeting rooms
5. Exhibitor discounts - 10% off of all "non-exclusive" Freeman services
6. VIP registration
7. Industry updates via webinars
8. Complimentary NACS State of the Industry report
9. Access for one individual and one retailer guest (no suppliers permitted) to the Hunter Club Lounge.

**Note:** Trade Press are not eligible for membership in the association and will not have access to the following products and services:

1. Access to the NACS Help Desk
2. Attendance to the NACS State of the Industry Summit, Leadership Forum, Convenience Summit - Asia, Convenience Summit - Europe, and other similar NACS events. This is subject to the terms of event-specific collaborative contracts which may allow editorial and/or non-editorial attendance.
3. NACS membership lists and directories
4. Pre and post NACS Show attendee lists
5. Invitation to CEO dinner (Hunter Club Gold benefit)
6. Room drops or other product placement (except for publication bins subject to fee and content policies)
7. Hunter Club Gold appreciation event
8. Invitation to retail board dinners/lunches (Hunter Club Gold benefit)

### Terms and Conditions

**By participating in the Trade Press Exhibitor Benefit Program, you and your business agree to adhere to the NACS Branding Guidelines** and acknowledge that the NACS, NACS Show and other NACS logos are the sole and exclusive property of NACS and may be used only in accordance with the NACS Branding Guidelines.

Trade Press participating in the PREMIER Level Trade Press Exhibitor Benefit Program that use NACS marks other than the Official NACS Show Exhibitor Logo without a license from NACS to do so, or otherwise violate the NACS Branding Guidelines, may lose their annual fee and associated benefits, including, without limitation, the privilege of exhibiting at the NACS Show.

Trade Press participating in the BASE Level Trade Press Exhibitor Benefit Program who use NACS marks without a license from NACS to do so, or who otherwise violate the NACS Branding Guidelines may lose benefits, including, without limitation, member expo rates and eligibility for purchasing full conference credentials and tickets to special events.