

# COOL NEW PRODUCTS AT THE NACS STATE OF THE INDUSTRY SUMMIT REQUIREMENTS & SPECIFICATIONS April 7-9, 2020 | Rosemont, IL

## ELIGIBILITY

Participating companies must be current members of NACS in good standing. **Registration for the State of the Industry Summit is not included and is not required to participate.**

To be eligible for Cool New Products at the NACS State of the Industry Summit, a product/service or its packaging must fit the following criteria:

- Product must be new since October 4, 2019.
- Maximum display dimensions:
  - Maximum dimensions of *18" enclosed shelf*: 18" W x 18" D x 12" H
  - Maximum dimensions of *36" enclosed shelf*: 36" W x 18" D x 12" H
  - Maximum dimensions of *3 sq. ft. floor space*: 21" W x 21" D
  - For tower specs, contact [nwalbe@convenience.org](mailto:nwalbe@convenience.org)
- Placement of oversized items will be handled on a case-by-case basis.
- The shelf's weight capacity is 13 lbs. If your display exceeds this weight, please contact Nicole Walbe: [nwalbe@convenience.org](mailto:nwalbe@convenience.org).
- Electrical Hook-up. A 110/120 volt max. hook-up can be purchased. If you require a different hook-up, contact Nicole Walbe at [nwalbe@convenience.org](mailto:nwalbe@convenience.org).

## PRODUCT DETAILS

(reservation and product details deadline: **March 23**)

Please provide the product details below for the display card and exhibitor directory. All details should be submitted online. Login credentials and details will be e-mailed with the purchase confirmation.

- 1) **Product name.**
- 2) **Short description of product and sales contact information.** Name, phone, email, address and URL which will appear in the printed and online exhibitor directory.
- 3) **Category of product.** What is new about your product.
- 4) **Product release date.** Date released to the convenience industry.
- 5) **Set-up contact and shipping information.** Name, email, and mobile phone of the person NACS can contact regarding your display set-up at the event and shipment tracking details.

## PRODUCT DELIVERY

(product delivery deadline: **April 1**)

- NACS will supply special labels for delivery of product.
- All product should be shipped to Freeman based on confirmation instructions.
- **DO NOT SEND PRODUCT DIRECTLY TO NACS.**
- NACS strongly recommends using a reputable mail service with package tracking options.

## PRODUCT PLACEMENT

NACS staff will set up product displays. If you have a preferred layout, please send detailed set-up instructions, pictures or diagrams with your product shipment.

- There is no sampling of product.
- Equipment that dispenses product should only be in display mode.
- NACS is not responsible for the loss, theft or damage of products in the Cool New Products Showcase.
- Sound is prohibited on all equipment and presentations.
- Food products must be shelf-stable/non-perishable.
- Products must be able to stand freely; no part of your display can be propped up against or affixed to the showcases.
- NACS cannot guarantee specific locations for your product.

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**POST-EVENT PROCEDURES**

From 11:30 am-12:30 pm on Thursday, April 9, you are invited to pick up your product. **NACS will not ship product samples/displays back to your company.**

- If you are not attending the Summit but plan to pick-up your product, please bring identification (business card) with you.
- After 12:30 pm, NACS will dispose of all remaining products.
- Participants will receive an email confirming the addition of two (2) Priority Points to their accounts. Priority points received can be applied to 2021 NACS Show booth selection.
- Suppliers will receive an attendee list (no email addresses), participant logo and a photo gallery link post-event.