

NACS membership opens doors to the convenience and fuel retailing industry by providing access to exclusive industry events, products, services and networking opportunities.



NACS | **Supplier Membership**

Take a look and see how the NACS Show is just the beginning.

NACS Membership Benefits

NACS insiders know that taking advantage of member benefits beyond the Show is the key to maximizing success in the convenience and fuel retailing channel. Industry-related products, services, education and networking opportunities are available to members all year long.

NACS

**Supplier
Membership**



Member Benefit

NACS SHOW

Booth Savings	Save \$1,400 Per 100 sq. ft.
Priority Selection	Select Exhibit Space Before Non-Members
Marketing and Advertising	Exclusive Member-Only Advertising Options

Year Round Visibility

Cool New Products Suite	Introduce your new products as they hit the market
NACS Media Advertising	Reach 124,000+ C-Stores through NACS Media Platforms

Industry Resources

convenience.org	Post Your Company's Press Releases and Access Exclusive Content in the Supplier Portal
Membership Directory	Free Company Listing and Access to PDF and Online Directory
NACS Help Desk	Receive Assistance with Your Industry Questions
NACS Magazine	Unlimited Free Subscriptions for Anyone in Your Company
Products and Services	Receive Discounts on NACS Products and Services
Volunteer Opportunities	Influence the Direction of NACS through Committee Service

Education and Training

NACS State of the Industry Summit	Members Pay Reduced Fee
Industry Trends Presentations	NACS Research Team Presents at Your Location (Additional Fee)
NACS Learning On Demand	Webcasts Featuring Industry Best Practices and Case Studies

NACS

State of the Industry Summit



Education

NACS hosts a number of events throughout the year designed to provide suppliers and retailers with a deeper knowledge of the ever-evolving convenience and fuel retailing industry.

NACS State of the Industry Summit

April 3-5, 2024 | Rosemont, IL

NACS State of the Industry Summit is considered the authority for data and insights into the fast-paced and constantly changing convenience channel. The benchmarking conference provides members with exclusive access to the latest industry trends and retail metrics in essential performance categories.

convenience.org/SOISummit

Calling all speakers! Submit a proposal for consideration to be a presenter at the NACS Show in October.

Learn more at convenience.org/EngageEducation





Premier Supplier Events

Network with top executives retailers and suppliers while gaining invaluable industry insights and influencing the direction of the industry in the US and abroad.

NACS Leadership Forum *(by invitation only)*

February 13-16, 2024 | Amelia Island, FL

convenience.org/Leadership Forum

NACS Convenience Summit Asia

March 5-7, 2024 | Seoul, South Korea

convenience.org/CSA

NACS Convenience Summit Europe

June 4-6, 2024 | Barcelona, Spain

convenience.org/CSE



Convenience Catalyst is a unique opportunity for the most influential NACS retail members to meet virtually with new supplier members and get a first look at the latest product trends and innovations.

convenience.org/catalyst





NACS Online Resources

Explore and learn about the industry using the comprehensive tools and resources provided at convenience.org.

- + Fact Sheets
- + Glossary of Industry Terms
- + Government Relations Resources
- + Industry Websites and Events Calendar
- + NACS Category Definitions & Number Guide
- + NACS Member Logo
- + NACS Show Education Session Recordings
- + Past Issues of NACS Magazine
- + NACS Daily News
- + Convenience Matters Podcast
- + NACS TV
- + Membership Directory
- + NACS Learning on Demand



Join The Conversation!

Social media allows NACS members to keep a finger on the pulse of what's happening in the industry 24/7.

Can't find an answer to your question?

Contact the NACS Help Desk at 800.966.6227.

- Supply Chain Challenges
 - How strong is the pipeline?
 - Impacts assortment and promotional activity
- Pricing
 - Margin and promotional impact (price increases)
 - Impact of Loyalty ties to Fuel Discounts
- Merchandising
 - Maximize your space (maybe go taller)



NACS | State of the Industry Summit

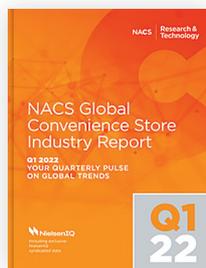


Business Intelligence & Data Analytics

NACS-NielsenIQ Data Partnership Program

This benefit provides convenience retailers and suppliers with access to category trends and data, detailed sales metrics, and historical data to help guide and improve their business planning and investing.

convenience.org/nielsen



Convenience Voices

Increase revenue and spur growth by fully understanding the needs of your customers. Convenience Voices enables participants to improve customer experiences and activate shopper behavior through data.

convenience.org/ConvenienceVoices



State of the Industry Enterprise

The NACS State of the Industry enterprise is the convenience and fuel retailing industry's leading research entity. By engaging with convenience retailers throughout the United States, the NACS Research team collects, aggregates, presents and provides commentary on operational and financial industry metrics and trends.

convenience.org/SOI



NACS | CSX

CSX is a dynamic, self-reported subscription database serving the Convenience and Petroleum Marketing Industry and its stakeholders. Offering financial and operational benchmarking, subscribers confidentially provide operational data that is entered into the CSX database allowing them and subscribers to compare their own performance with national, regional or state level averages.

convenience.org/CSX



Membership Directory

Access to nearly 5,000 NACS member companies is just a click away.

The **NACS Membership Directory** is a great resource for familiarizing yourself with the thousands of NACS member companies as well as identifying new leads throughout the year. Use the directory to target specific states, chains or store sizes, or to identify potential supplier partners who can enhance your business.

The NACS Membership Directory (PDF) is FREE to members. Visit convenience.org/SupplierPortal to access the membership directory.

NACS members can purchase an Excel version of the membership directory (no email addresses) at a discounted rate. Please visit convenience.org/shop for details.

NACS Show attendee and exhibitor directories are available year-round at nacsshow.com.



Directory listing example

RETAIL MEMBERSHIP DIRECTORY LISTING

NACS Mart

52 Stores
1600 Duke Street
Alexandria, VA 22314
703.684.3600
<http://www.convenience.org>
Mr. Henry Armour, Ph.D.
NACS President & CEO

SUPPLIER MEMBERSHIP DIRECTORY LISTING

NACS Sales Co.

1600 Duke Street
Alexandria, VA 22314
703.684.3600
<http://www.convenience.org>
Nicole Walbe
Membership Manager

Products/Service Categories:

Candy (1010)
Health & Beauty Care (4160)
Salty Snacks (1040)
Frozen Foods (4130)
Juice/Juice Drinks (4210)
NACS



Volunteerism

**Do you want to get more involved with NACS?
Consider volunteering.**

The Supplier Board of Directors

The Supplier Board represents NACS supplier members and also collaborates with NACS staff and retail members toward the achievement of strategic initiatives. To become a Supplier Board member, you must first serve on a supplier committee.

SUPPLIER COMMITTEES

Committee volunteers are the leaders and workers behind the scenes of NACS. NACS volunteers have a rare opportunity to influence the direction of the association as well as network with the industry's most influential players. Currently, the Supplier Board governs three supplier committees:

The Exhibitor Advisory Committee

provides exhibiting companies with a forum to discuss issues directly related to the NACS Show. NACS Liaison: Jeff McQuilkin, jmcquilkin@convenience.org.

The Ambassador Committee

executes the NACS Ambassadors volunteer program, a group of supplier company volunteers who provide assistance and guidance to NACS Show attendees. NACS Liaison: Anna Serfass, aserfass@convenience.org.

The Supplier Membership Committee

provides strategic direction for supplier membership outreach, recruitment and retention. NACS Liaison: Nicole Walbe, nwalbe@convenience.org.

NACS AMBASSADORS

The NACS Ambassadors program provides NACS Show exhibitors with an opportunity to assist their customers in having the best trade show experience possible. Getting around to all the events, forums and exhibit areas can be tough at times and Ambassadors lend a helping hand to those looking for guidance.

NACS Ambassadors place themselves — and their company brand — in front of Show attendees for an indirect marketing opportunity. They also receive special recognition throughout the NACS Show.

How to Participate in NACS Ambassadors:

Companies exhibiting at the NACS Show can sign up online in July at nacsshow.com/ambassadors. Contact Anna Serfass, aserfass@convenience.org with questions.

Apply for a Supplier Committee

Visit convenience.org/JoinSupplierCommittee for details.





NACSSHOW 2024

ENERGY
MARKETERS
OF AMERICA

EMAI

PEI

CONEXXUS



The NACS Show offers unmatched opportunities for buyers and sellers to come together, conduct business and learn from one another — all in an environment rich with new ideas and endless possibilities.

In 2023 over 24,000 industry stakeholders from 67 countries, including nearly 7,300 retailer buyers, attended the NACS Show — proof that the NACS Show is the do-not-miss event of the industry.

Members save a minimum of \$1,400 on their booth space, receive priority booth selection ahead of non-members and save \$1,000 per attendee registration. In addition to the expo, the NACS Show offers supplier-focused educational sessions and daily networking events to enhance your experience.

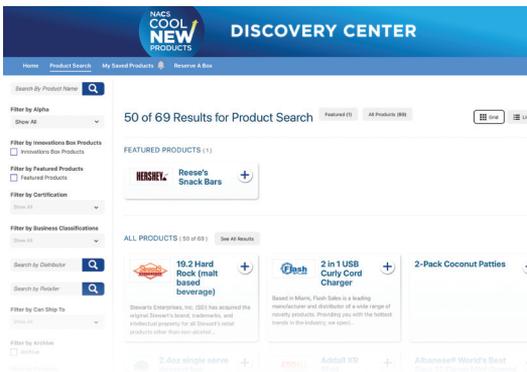
Be a part of the convenience and fuel retailing industry's premier event: the next NACS Show will be **October 7-10, 2024 in Las Vegas, NV.**

Visit nacsshow.com/exhibit for details.



“The NACS Show allows me the opportunity to stay abreast of all the new products and trends in the industry. This is essential in today’s ever changing marketplace.”

–David Murdock, Executive Vice President, Honey Farms, Inc.



New to the convenience channel? NACS offers a variety of opportunities to promote your newest innovations and connect with new customers within our Cool New Products suite of products.

- + CNP Discovery Center
- + CNP Innovations Box
- + CNP Guide in NACS Magazine
- + CNP NACS Daily
- + CNP Email Blast
- + CNP Webcast
- + CNP Preview Room at the NACS Show

Visit convenience.org/CNP for details.

Retailers say the #1 reason to attend the Show is to see new products!

2024

Save the Date

NACS Leadership Forum

February 13-16, 2024 | Amelia Island, FL

NACS Convenience Summit Asia

March 5-7, 2024 | Seoul, South Korea

NACS State of the Industry Summit

April 3-5, 2024 | Rosemont, IL

NACS Convenience Summit Europe

June 4-6, 2024 | Barcelona, Spain

NACS Show

October 7-10, 2024 | Las Vegas, NV

NACS[®]