Showcase new products
Build your brand
Maximize your investment

WE CREATE A PLACE TO GO AND GROW.
Whatever your marketing objectives, we have solutions to move you forward!

Contact your NACS Advertising Rep today:

Stacey Dodge
Advertising Director/Southeast
(703) 518-4211
sdodge@convenience.org

Jennifer Nichols
National Advertising Manager/Northeast
(703) 518-4276
jnichols@convenience.org

Sandy Smith
National Sales Manager/West-Midwest
(703) 518-4277
ssmith@convenience.org

pg.2 Build awareness
Reach thousands of potential buyers

pg.4 Drive booth traffic
Gain immediate attention

pg.6 Launch new products
Debut your next product

pg.8 Close sales
Get your prospects to sign on the dotted line

pg.10 Top-line marketing solutions

pg.12 Freesources

Find ideas, discover new products and develop profitable business connections.

You can make the most of your exhibiting investment by marketing your company and your new products to our dynamic buying audience.

9,095 BUYERS IN 2018

10.5% increase over past two NACS Shows!

THOUSANDS OF BUYERS COME TO THE NACS SHOW.

Atlanta / Oct 1-4
Georgia World Congress Center

10.5% increase over past two NACS Shows!

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IN 2018

9,095 BUYERS
IN 2018

10.5% increase over past two NACS Shows!

THOUSANDS OF BUYERS COME TO THE NACS SHOW.
Capture their attention! The average NACS Show buyer says they plan to spend about $19.4 million over the next year, based on what they see at the Show.

Increase your pre-Show visibility directly to the buyers attending the Show with these NACS Magazine advertising opportunities:

- August NACS Show First Glimpse Issue
- September Pre-NACS Show Issue
Looking for ways to drive booth traffic to increase sales at this year’s NACS Show? Gain the immediate attention of attendees and see the difference of advertising in the Official NACS Show Publications.

Onsite Visibility Package

Purchase a full-page ad in NACS Magazine’s October NACS Show issue and receive 50% off a full-page ad in the Official NACS Show Daily Newspaper and the NACS Show Onsite Guide.

LOOK FOR the “Official 2019 NACS Show Publication” logo to ensure your ad gets the best onsite visibility.
You’re looking to introduce a new product into the convenience channel, and the NACS Show is the ideal place for its debut. In 2018, retailers generated over 37,000 scans in the popular Cool New Products Preview Room.

**Cool New Products Preview Room Package**

Available to Cool New Products Preview Room exhibitors: A Quarter-page ad $900 net investment ($1,200 value) or a Half-page ad $1,500 net investment ($2,000 value)

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750</td>
<td>Cost: $750-$1,700 (Exhibitors Only)</td>
</tr>
<tr>
<td>$1,200</td>
<td>Sales will open in June. Order at nacsshow.com/cnp or contact Nicole Walbe at <a href="mailto:nwalbe@convenience.org">nwalbe@convenience.org</a> or (703) 518-4229.</td>
</tr>
</tbody>
</table>

**Preview Room**

Attendees use hand-held scanners to capture product details. Preview Room exhibitors receive a list of all attendee leads for their product post-Show.

**Cost:** $750-$1,700 (Exhibitors Only)

- Attendees use hand-held scanners to capture product details.
- Preview Room exhibitors receive a list of all attendee leads for their product post-Show.

**Sales will open in June.**

Order at nacsshow.com/cnp or contact Nicole Walbe at nwalbe@convenience.org or (703) 518-4229.

**Cool New Products Guide Ad** in NACS Magazine’s October NACS Show issue. Each ad is also included in the online version of the Cool New Product Guide located at convenience.org for 3 months (Oct/Nov/Dec).

For more information, visit www.irpinc.com or call (800) 553-0050.

**Hexagon Cooler**

- The six-sided “Hex” cooler from IRP offers five separate graphic panels to better promote your brand or family of brands.
- The Hex ice-down cooler has four divided bins designed for single serve RTD tea, sparkling water, energy drinks, soda or beer. Can also be used as a dry bin. Durable polyethylene unit is standard in black, but is available in custom colors.

**Tyson® Chicken To-Go Packaging**

- Feature America’s #1 Chicken Brand
- Tyson, America’s #1 frozen cooked chicken brand, is proud to release new branded packaging for favorite chicken products, helping make in-store product merchandising a breeze.
- Showcasing the Tyson brand increases consumers’ likelihood of visiting your store, purchasing chicken products and seeing the entire experience in a more positive light.
- Filets, Homestyle Breaded Boneless Wings and Homestyle Breaded Tenderloins. For more information, visit http://www.tysonconvenience.com or call (800) 682-7272.

**Cheyenne Sweet Mint Cigar**

- Get the most from your OTP space by offering new Cheyenne Sweet Mint Cigars. The SKU addition offers the high quality and generous profits synonymous with the Cheyenne brand.
- For more information, visit www.SweetMintSweetProfits.com or call (866) 254-6975.

**Reese’s Outrageous Bars**

- Reese’s Outrageous Bars explode with texture and flavor, complete with creamy peanut butter and covered in smooth milk chocolate. Reese’s Outrageous Bars will be available at convenience stores nationwide beginning May 2018 in a 1.4 oz. standard bar (SRP $1.09) and a 2.95 oz. king-size (SRP $2.09).
- Reese’s Outrageous Bars combine a thick layer of smooth milk chocolate with crisp, crunchy Reese’s Pieces candy surrounding creamy peanut butter, covering it in a layer of caramel and crunchy Reese’s Pieces candy, surrounded by a layer of smooth milk chocolate.

**Available to Cool New Products Preview Room exhibitors:**

- A Quarter-page ad $900 net investment ($1,200 value) or a Half-page ad $1,500 net investment ($2,000 value)

**25% Savings**

- Available to Cool New Products Preview Room exhibitors: A Quarter-page ad $900 net investment ($1,200 value) or a Half-page ad $1,500 net investment ($2,000 value)

**Cool New Products Guide Ad** in NACS Magazine’s October NACS Show issue. Each ad is also included in the online version of the Cool New Product Guide located at convenience.org for 3 months (Oct/Nov/Dec).
CAN
CLOSE
SALES

WE

NACS Business Appointment Centers provide convenient and private space to host meetings with retailers during the Show. Share your expo specials with buyers pre-Show and make your final pitch post-Show with Attendee Lists.

Take this opportunity to make presentations, negotiate contracts and entice your prospects to sign on the dotted line before you leave Atlanta.

NACS Business Appointment Centers (BACs) are blocks of rooms near the expo designed exclusively for NACS Show exhibitors. Host meetings, make presentations, negotiate contracts and do anything else to help maximize time at the NACS Show. Access to the BAC is available before, during and after expo hours.

Business Appointment Centers

<table>
<thead>
<tr>
<th>Size</th>
<th>Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$1,800</td>
</tr>
<tr>
<td>Medium</td>
<td>$3,300</td>
</tr>
<tr>
<td>Large</td>
<td>$6,300</td>
</tr>
<tr>
<td>Ex. Large</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

- Open ceiling
- semi-permanent room with a door for privacy
- Company identification sign
- Carpet
- Wastebasket
- 1 conference table with 6 chairs
- 2 conference tables with 12 chairs
- 4 conference tables with 24 chairs
- 6 conference tables with 36 chairs

Hours:
- Sun., Oct. 7: 2 pm – 6 pm
- Mon., Oct. 8: 7:30 am – 6 pm
- Tues., Oct. 9: 7:30 am – 6 pm
- Wed., Oct. 10: 7:30 am – 1:30 pm

NACS Show Attendee Lists
Cost: $450-$1,000
(Pre- and Post-Show; Exhibitors Only)

Learn more: nacsshow.com/exhibitorportal

Contact Jessica Rowe
jrowe@convenience.org
(703) 518-4289

Learn more: nacsshow.com/exhibitorportal

Oct. 1-4, 2019  •  Georgia World Congress Center  •  Atlanta
10 | www.nacsshow.com/marketing

**TOP-LINE MARKETING SOLUTIONS**

Print

**NACS Magazine**

Cost: $4,482.50 net per full-page ad. Special combo rates available.
- August NACS Show, First Glimpse Issue
- September Pre-NACS Show Issue
- October NACS Show Issue
- November Post-NACS Show Issue

**NACS Magazine Cool New Products Guide “Show Issue”**

Cost: $1,200 per quarter-page ad. $2,000 per half-page ad

**Ideas 2 Go ads**

Cost: $3,927 (Exhibitors Only)

**Digital Media**

convenience.org banner ads

Cost: $475-$1,950/two-week period based on ad size

**NACS Daily e-Newsletter Banner Ads**

Cost: $1,100-$4,950/month based on ad size and availability

**NACS Show Daily e-Newsletter Cool New Products Ads**


**Product Sampling**

**NACS Show Onsite Product Bag**

Cost: $2,500 (Exhibitors Only)

Distributed to the first 3,000 retailers. Includes product sample, flyer or promo item, logo on onsite signage and listing of company logo, product and booth number inside the bag.

**Cost: $1,100-$4,950/month based on ad size and availability**

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**NACS Show Onsite Guide ads**

Cost: $1,750-$16,100 (Exhibitors Only)

**Cost: $1,200-$4,950/month based on ad size and availability**

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convenience.org banner ads

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FREESOURCES

Social Media
Connect with NACS and tell NACS Show attendees why they should visit your booth; share news on products, celebrity appearances, special deals and more.

Facebook
5,770 likes

Twitter
10,200 followers

Linkedin
6,586 members

Instagram
1,289 followers

Exhibitor Directory Listing
Three out of four attendees have already decided which exhibitors they want to see before they even get to the Show. How will you ensure your booth is on their must-see list? Make it easy for thousands of NACS Show buyers to find your products and services before, during and after the NACS Show by adding your company’s profile to our Exhibitor Directory. Your personalized listing will appear on nacsshow.com, in the official onsite NACS Show Onsite Guide and in the NACS Show Mobile App for on-the-go access.

Get the details and upload your listing today at nacsshow.com/exhibitorportal

NACS Show Online Directory and Mobile App Listing
Put your brand in the hands of retail buyers, wholesalers and distributors with decision-making authority as they navigate the expo onsite with the official NACS Show Mobile App. A complimentary basic listing in the app is available to all exhibitors. Login to the exhibitor portal (nacsshow.com/exhibitorportal) to upload your company logo, product images and descriptions, press releases and videos.

NACS Ambassadors
Become a NACS Ambassador and connect with your customers. Volunteers cheerfully greet and assist attendees in finding their way around the convention center. Companies that participate in NACS Ambassador activities receive special recognition:

• Your company logo is placed on the NACS Ambassador Recognition Board in a high-visibility area in the convention center.
• NACS Ambassador companies are recognized in the NACS Show Onsite Guide.

Build your brand and be noticed.

To volunteer, go to www.nacsshow.com/ambassadors or contact Kym Selph at kselph@convenience.org or (703) 518-4267.

Need help?
Email your questions to support@mapyourshow.com for support.
Visit nacsshow.com/marketing to explore your options!