

NACSSHOW2019

PMIAA

PEI

CONEXXUS

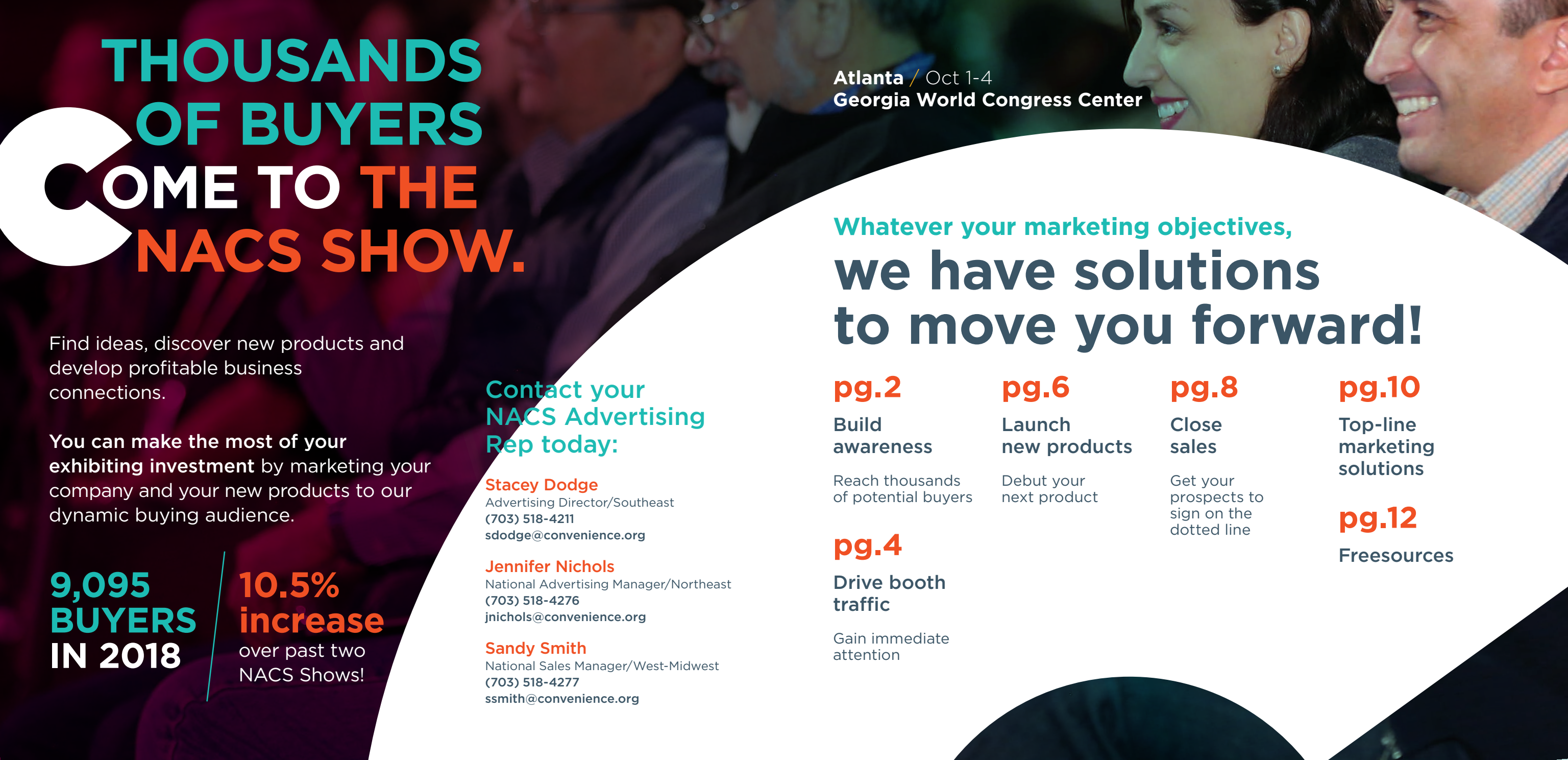


Atlanta / Oct 1-4
Georgia World
Congress Center

Showcase new products
Build your brand
Maximize your investment

WE
CREATE
A PLACE
TO GO AND
GROW.

WE CAN



THOUSANDS OF BUYERS COME TO THE NACS SHOW.

Atlanta / Oct 1-4
Georgia World Congress Center

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!

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

Whatever your marketing objectives,
**we have solutions
to move you forward!**

pg.2

**Build
awareness**

Reach thousands
of potential buyers

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

pg.4

**Drive booth
traffic**

Gain immediate
attention



**WE
CAN
BUILD
AWARENESS**

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:

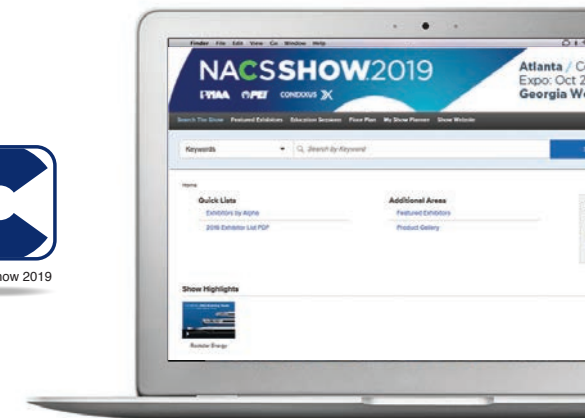
- August NACS Show First Glimpse Issue
- September Pre-NACS Show Issue

NACS Show Online Mobile Directory

The only complete resource for exhibitor information that's updated in real time — **before, during and after the Show!**

Attendees use the exhibitor directory and MyShow Planner to find new products and suppliers while planning their NACS Show schedule.

Packages to enhance your listing that include lead generation are available for every budget.





WE CAN DRIVE BOOTH TRAFFIC

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.

LOOK FOR the “Official 2019 NACS Show Publication” logo to ensure your ad gets the best onsite visibility.



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*.





WE CAN LAUNCH NEW PRODUCTS



Preview Room

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.

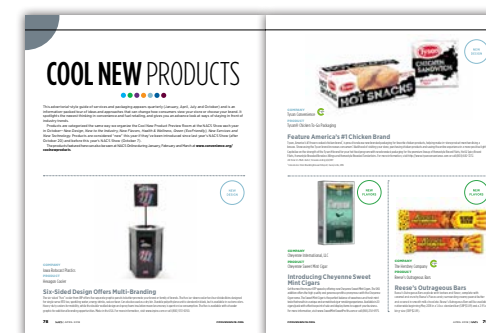
Order at nacsshow.com/cnp or contact **Nicole Walbe** at nwalbe@convenience.org or (703) 518-4229.

Cool New Products 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)!



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 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).



**WE
CAN
CLOSE
SALES**

NACS Show 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.

Business Appointment Centers

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

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.

	Small Rental \$1,800	Medium Rental \$3,300	Large Rental \$6,300	Ex Large Rental \$8,500
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)

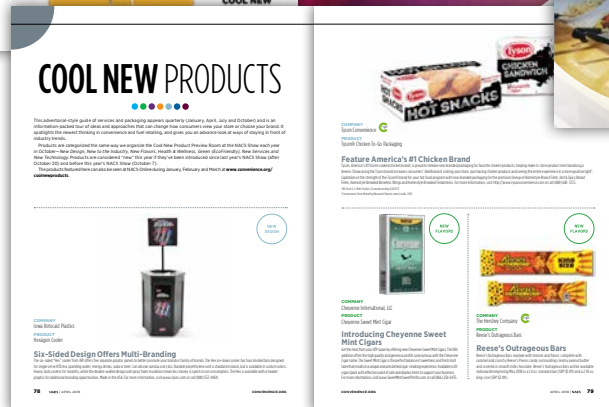
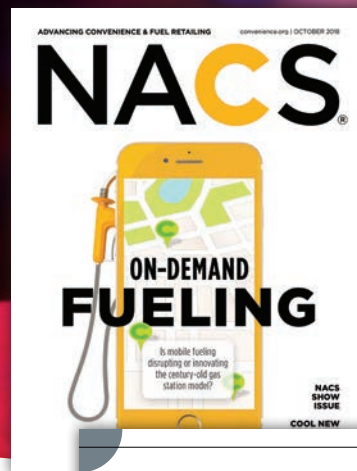
Learn more: nacsshow.com/exhibitorportal

TOP-LINE MARKETING SOLUTIONS

**Print
NACS Magazine**
Cost: \$4,462.50 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)



**The Official
NACS Show Daily
Newspaper ads**
Cost: \$3,250-\$20,000
(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**
Cost: \$500
(Oct. Cool New Product Guide Advertisers Only)

**50%
discount**
in combo with an
Oct. NACS Mag ad

**NACS Show
Onsite
Guide ads**
**Cost: \$1,750-
\$16,100**
(Exhibitors Only)



**Product Sampling
NACS Show
Product Bag**
Cost: \$2,500 (Exhibitors Only)
upon availability after May 1

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.



**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

FREE SOURCES

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 2019

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.

Need help?

Email your questions to support@mapyourshow.com for support.



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.

NACS
1600 Duke Street
Alexandria, VA 22314

Visit nacsshow.com/marketing
to explore your options!

NACSSHOW.2019

PIAA **PEI** **CONEXXUS** **XX**

WE CAN

Atlanta / Oct 1-4
Georgia World
Congress Center

