

eLearning

Supplier Webcast

Your knowledge can make a difference. Share it.

You have valuable industry knowledge at your fingertips. And now, NACS is offering a way to share it with the people who matter most to your business.

Position your company directly to c-store decision makers—share data, thought leadership and best practices that will help your customers experience greater business success.

The goal is not to tell everything but, to jump start a productive conversation.



Webcast Package Includes:

(Webcast investment: \$7,500 net)

- 8-9 mins. pre-recorded webcast storyboard example provided
- Webcast available for 6 months at NACS Online
- Video prompts for questions and links to added resources
- Promoted by email to NACS retail audience of 19,500 key decision makers
- NACS Daily eNewsletter article upon release
- Promoted on all NACS social media platforms upon release

Contact your NACS Media sales 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

convenience.org/advertise

Webcast Advertising Benefits:

- Unique Leads including: Company name, size, title, email
- Receive viewer segmentation by store size, role and title
- Quality Leads- President and c-level decision makers from store sizes of 1 - 500+
- Open Rate 14%
- Receive stats from your NACS Daily article

Timeline:

- 4-8 weeks prior to launch: initial meeting and content submission
- 2-3 weeks prior to launch: slides are due for review
- Promotion of content begins after the final presentation has been reviewed and approved
- Your webcast will live at NACS Online for six months

NACS
Advancing Convenience & Fuel Retailing

convenience.org