

Convenience Idea Exchange

Supplier Webcasts

NACS takes its power of convening to the digital stage.

NACS' strong brand and role as a trusted advisor, translates into an engaged audience of retail decision makers for your virtual conversation. Convenience Ideas Exchange webcasts reach the retailers who know that staying on top of trends—and hearing from subject matter experts, shaping the future of convenience—are critical to their success.

Convenience Idea Exchange Provides Results.

NACS Webcasts offers advertisers a position of thought leadership to deliver their message in a more personal approach. They enjoy, on average, a **23% open rate** for pre-recorded webcasts and upto **200 leads**.

Viewed by many top Retail Decision Makers, including the following:

- 7-Eleven, Inc.
- Casey's General Stores, Inc.
- Delek US
- Love's Travel Stops
- Circle K
- Family Express Corporation
- Kum & Go, L.C.
- Maverick, Inc.
- Rutter's
- Sheetz, Inc.
- Thorntons LLC
- Travel Centers of America
- Wawa, Inc.
- WESCO, Inc.



Contact your NACS Media sales rep today!
convenience.org/advertise

Convenience Idea Exchange

Webcasts

Two ways to tell your story

Pre-recorded webcast offer:

Advertisers reach a targeted NACS retailer audience with their marketing message.

Investment: \$5,000 net

- + Advertiser provides video content of up to 15 mins (NACS editorial review required before running)
- + Exclusive email pushed twice to NACS retailer database or customized audience. Email will provide topic, content description, learning takeaways, speakers, registration link, logo and link to sponsor website.
- + Webcast resides on C.org for a year
- + Receive leads: contact name, title, email and company name

Contact your NACS Media sales rep today!

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Idea Exchange offer:

Advertisers start a conversation with a targeted NACS retailer community by sharing thought leadership around an issue of their choice. Additional marketing and acquisition opportunities ensure the conversation lasts beyond the initial launch.

Investment: \$9,000 net

Content:

- + NACS education/editorial consultation helps determine live vs. prerecorded, length of time, target audience, working title, hosting platform, content type
- + Includes live Q&A with audience

Marketing:

- + Exclusive email to NACS retailer database or customized audience. Email will provide topic, content description, learning takeaways, speakers, registration link, logo and link to sponsor website.
- + Mutually establish benchmark metrics; NACS to create test campaigns.
- + Promotion via NACS Daily digital newsletter and social media.
- + Thank you emails 24-48 hours post-event.

Archive promotion:

- + Promotion of archived webcast 1 month after launch.
- + Customer acquisition:
- + Sponsor receives a complete list of registrants in Excel post-event.
- + Info includes: Contact name, company, title, email, size of organization and mailing address.
- + If desired, a consultation with NACS to review analytics and sales prospects and lessons learned.

Continue the connection:

At the end of a successful webcast, we'd like to help you continue to build on this retail community connection by providing additional opportunities at a 10% discount with NACS Media Branded Content Offerings:

NACS Magazine Q&A: Let NACS help you transform your brand expertise into a compelling Q+A with one of your thought leaders inside *NACS Magazine*.

Convenience Intelligence Marketing Partnership in NACS Magazine: Customized, editorial feature in *NACS Magazine* that showcases your industry expertise, allowing you to talk directly to retailers about how you can help grow their businesses.

NACS Daily e-Newsletter article series: Your brand expertise written in a series of NACS Daily articles.

10% Discount
on additional opportunities

NACS
Advancing Convenience & Fuel Retailing
convenience.org

