

For Immediate Release

GSP to Showcase Retail Tech Innovations at NACS



Retail marketing platform built to lift sales, save money & reduce stress

Clearwater, Fla., Oct. 07, 2025 – GSP, the leader in retail intelligence and in-store execution solutions, is moving to the technology section of this year's **NACS Show in Chicago**. GSP will showcase its latest advancements, bringing together software and marketing that help retailers sell more, spend less and stress never.

GSP will highlight profile-based in-store marketing solutions powered by its AccuStore platform. Through detailed site profiles, GSP helps retailers deploy highly targeted, more effective campaigns—ensuring the right message

reaches the right location every time, to increase sales.

Attendees can also get hands-on with GSP's enhanced AccuStore Portal, which now offers a more intuitive interface, smarter search functionality, and streamlined workflows. This upgrade simplifies managing site-specific marketing kits and reorders with precision and speed. AccuStore Portal helps retailers spend less, ordering only exactly what they need for their in-store promotions.

Also in GSP's booth this year will be demonstrations of AccuStore's Mobile app, now with marketing kit check-in—a game-changing tool that helps retailers verify delivery and provide immediate reordering for needed items. Retailers who use the mobile app discover they don't experience as much stress, knowing they can easily handle many of their execution tasks with their mobile phone.

"Our shift to the technology section underscores how the convenience store industry has evolved and GSP has helped lead this evolution," said Geoff Neuhoff, Chief Executive Officer at GSP. "We're a technology-driven partner that empowers retailers with smarter tools, better data, and faster execution to support their point-of-purchase marketing."

Customers, retailers, marketers, and convenience store operators are invited to **visit GSP at Booth S4985** to experience these innovations firsthand and see how technology redefines what's possible in-store.

About GSP

GSP provides retail solutions that drive traffic, boost sales, and improve the shopper experience. From cutting-edge technology to high-impact visuals, GSP helps retailers execute with accuracy and speed. To learn more about how your company can sell more, spend less and stress less, visit gspretail.com.

About AccuStore

AccuStore is the result of more than 45 years of helping retailers gain store-level intelligence to enhance operations, marketing and facilities. Its enhanced store profiling technology makes it easy for

retailers to access real-time information about every site. AccuStore customizes a database of site-level details and stores it securely on a cloud-based platform with a web interface and mobile 24/7 access. The mobile app enables managers to turn their strategic plans into store level results on the go. To find out more, visit accustore.com.

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