

Erin Garay - Exhibit & Supplier Membership Coordinator 703.518.4244 | egaray@convenience.org

2022 Trade Press Exhibitor Benefit Program Application

NACS Daily and NACS Magazine subscriptions are complimentary to all trade press participant employees. Please provide contact information for any other staff you would like added to our database, and indicate which communications they would like to receive by checking the box.

Company Information:

Company Name			
Doing Business As			
Address (Street, P.O. Box)			
City		State	
Country			
Postal Code/Zip+4			
Phone	Fax		
Website			

If you are a member of the industry trade press, please fill out the Trade Press Program Application form. If you are unsure about your status, contact Chris Blasinsky at cblasinsky@convenience.org.

Primary Contact:

	listed in the NACS Membership Directory
	Fax
Email	
Address (Street, P.O. Box))
City	State
Country	
Postal Code/Zip+4	
Fuels Market News (N Tradeshow/Exhibit Receives all NACS Show communic	Contact: (if different from the Primary Contact,
Name	
Preferred Name	
Title	
Phone	Fax
Email	
Address (Street, P.O. Box))
	State
Country	
Postal Code/Zip+4	

	and be the point person for any account changes.
Mr./Ms./Mrs	
Preferred Name	
Title	
	Fax
Address (Street, P.O. Box) _	
City	State
Country	
Postal Code/Zip+4	
NACS Magazine Subscr	iption 🗌 NACS Daily (Email)
Dues Contact: Receives dues invoices Mr./Ms./Mrs	
Name	
Title	
	Fax
Email	
Citv	State
Country	
	iption 🗌 NACS Daily (Email)
Additional Contact:	(i.e. Advertising/Marketing)
Mr./Ms./Mrs	
Name	
Name Preferred Name	· · · · · · · · · · · · · · · · · · ·
Preferred Name	
Preferred Name Title	
Preferred Name Title Phone	
Preferred Name Title Phone Email	Fax
Preferred Name Title Phone Email Address (Street, P.O. Box) _	Fax

NACS Magazine (Print & Digital) NACS Daily (Email)



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IT'S EASY TO PAY TODAY:
BY EMAIL: NACSreceivables@convenience.org to discuss ACH/electronic payments
BY MAIL: Enclose a valid check in U.S. funds drawn on a U.S. bank, payable to NACS. OR: Include your credit card payment information.
THEN: Make a copy for your records and return this entire form to: NACS • P.O. Box 6930 • McLean, VA 22106-9902

Membership Payment: Trade Press Exhibitor Benefit Program Levels:
Base Level Trade Press Exhibitor: \$0 Premier Level Trade Press Exhibitor: \$18,000
\$ (payable in U.S. funds)
Choose your payment method: ACH/electronic Check enclosed Credit card (For instructions, email NACSreceivables@convenience.org)
Credit card number
Circle one: American Express, MasterCard or Visa
Cardholder name
Expiration date CVV Billing ZIP code
Cardholder signature
Please make checks (in U.S. funds drawn on a U.S. bank) payable to NACS.

By signing this form, the signatory certifies that (s)he is an authorized user of the credit card referenced above and specifically authorizes NACS to charge that card for the goods/services and the amount indicated on this form.

One of the many services NACS performs is to represent the industry before federal and state governments. Under federal law, the percentage of dues applied towards lobbying activity is not tax deductible as a business expense. For your NACS membership, this means that 62% of your 2022 dues are non-deductible.

PLEASE MAKE A COPY FOR YOUR RECORDS AND THEN RETURN THIS ENTIRE FORM TO NACS • P.O. Box 6930 • McLean, VA 22106-9902



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Due to the unique relationship and role that the trade press plays in industry affairs, most trade associations of similar scope to NACS either do not permit the trade press to be association members or they have a special class of membership for the trade press with limited benefits. All associations of substance have well developed trade press editorial policies. Very few trade associations allow the trade press to serve in their governance structures.

NACS has adopted a comprehensive Trade Press Editorial Policy and has created two Trade Press Exhibitor Benefit Programs to provide levels of benefits to trade press that desire an association relationship beyond editorial activities principally involving exhibiting at NACS events. We have elected to discontinue trade press supplier membership and to implement these programs instead of creating separate membership classes.

BASE Level Trade Press Exhibitor Benefit Program

Trade press companies that elect to participate at this level pay no annual fee and receive the following benefits:

- 1. Member expo rates
- 2. Listing in directories
- 3. Eligible for purchasing full conference credentials and tickets to special events
- 4. Free subscription to NACS Magazine

PREMIER Level Trade Press Exhibitor Benefit Program

Trade press companies that elect to participate at this level pay an annual fee of \$18,000 and receive the following benefits (in addition to Base Level benefits):

- 1. Priority booth selection
- 2. Booth mystery shopping report
- 3. Advance selection of hotel rooms and **Business Appointment Centers**
- 4. Complimentary furniture upgrades for Business Appointment Centers/meeting rooms
- 5. Exhibitor discount 10% off of all "non-exclusive" Freeman services
- 6. VIP registration
- 7. Industry updates via webinars
- 8. Access for one named individual and one retailer guest (no suppliers permitted) to the Hunter Club Lounge

NOTE: Trade Press are not eligible for membership in the association and will not have access to the following products and services:

- 1. Access to the NACS Help Desk
- 2. Attendance to the NACS State of the Industry Summit, Leadership Forum, Convenience Summit – Asia, Convenience Summit-Europe, and other similar NACS events. This is subject to the terms of event-specific collaborative contracts which may allow editorial and/or non-editorial attendance.
- 3. NACS membership lists and directories
- 4. Pre- and post- NACS Show attendee lists
- 5. Invitation to CEO dinner (Hunter Club Gold benefit)
- 6. Room drops or other product placement (except for publication bins subject to fee and content policies)
- 7. Hunter Club Gold appreciation event
- 8. Invitation to retail board dinners/lunches (Hunter Club Gold benefit)

TERMS AND CONDITIONS:

By participating in the Trade Press Exhibitor Benefit Program, you and your business agree to adhere to the NACS Branding Guidelines and acknowledge that the NACS, NACS Show and other NACS logos are the sole and exclusive property of NACS and may be used in accordance with the NACS Branding Guidelines.

Trade Press participating in the PREMIER Level Trade Press Exhibitor Benefit Program that use NACS marks other that the official NACS Show Exhibitor Logo without a license from NACS to do so, or otherwise violate the NACS Branding Guidelines, may lose their annual fee and associated benefits, including, without limitation, the privilege of exhibiting at the NACS Show.

Trade Press participating in the BASE Level Trade Press Exhibitor Benefit Program who use NACS marks without a license from NACS to do so, or who otherwise violate the NACS Branding Guidelines may lose benefits, including, without limitation, member expo rates and eligibility for purchasing full conference credentials and tickets to special events.