



NACS | Global

2023 Partnership Opportunities

convenience.org/Global

You can't afford not to be a part of it...

NACS Global is an exclusive, globally connected network of passionate, forward-thinking senior representatives of convenience and fuel retailers and their suppliers, who want to stay ahead of the curve and be “in the know.”

NACS Global supports its members to advance their businesses and their careers, through offering:

- **commercial and strategic connections** to relevant, high-profile individuals and organizations
- **international industry knowledge**, insights, thought leadership and best practices
- **visibility for globally connected suppliers** at NACS Global events through robust sponsorship opportunities in the European and Asian convenience retailing regions



Get started with NACS Global today

- + Sponsor or attend **NACS Convenience Summit Europe** page 5
- + Sponsor or attend **NACS Convenience Summit Asia** page 5
- + Sponsor the **NACS Convenience Retail Awards** page 3
- + Join the **NACS Global Supplier Council Membership** page 8

Sponsoring Excellence

Retailers from around the globe are recognized by NACS for their outstanding achievements in four award categories.



About the NACS Convenience Retail Awards

The NACS Convenience Retail Awards program recognizes outstanding achievements in the global retail community. Offered in the European and Asian retail markets, the program is a high point in the retail calendar for senior retailers, industry experts and suppliers who gather at the NACS Convenience Summit Europe and NACS Convenience Summit Asia to celebrate industry success and innovation.

The awards provide one of the greatest benchmarks of global convenience retailing excellence. Entrants from multiple countries and diverse types of innovative convenience format and company sizes have participated in this rigorous competition. Sponsor the NACS Convenience Retail Awards today and honor the leadership of some of the most innovative convenience retailers across the globe.

Presentation Dates

NACS Convenience Retail Awards Asia-Pacific

1 March 2023 | Bangkok, Thailand

NACS Convenience Retail Awards Europe

1 June 2023 | Dublin, Ireland

Award Sponsorship Benefits

Event Benefits

- Your company representative will present the award to the recipient during the event, 5 - 10 minutes of dedicated stage time
- Company logo on event signage and introduction slides before and during the awards presentation
- Two (2) complimentary delegate registrations to the full Convenience Summit conference
- Hosted table at awards presentation celebration

Additional Promotion

- NACS Daily e-newsletter editorial announcement of the award and your support (distributed to 30,000 subscribers)
- Full-page congratulations advert in NACS Magazine (mailed to more than 25,000 subscribers)
- Company logo imprinted onto the "Golden C" award presented to recipient
- If an honorable mention is awarded, additional brand visibility will be included on the plaque

Convenience Retail Awards

Each of the four awards will be presented in the European and Asian convenience retailing regions. Sponsor excellence in one or both regions.

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Convenience Retail Awards
Asia-Pacific

NACS

Convenience Retail Awards
Europe

Sponsorship Opportunities

Convenience Retailer of the Year

This award recognizes the most innovative and successful convenience and fuel retailing store of the year, as chosen by a Grand Jury of leading international retailers and experts. The winner earns the accolade of “the best convenience store” for their region!

Asia

\$25,000 USD

SOLD

Europe

\$25,000 USD



Convenience Industry Leader of the Year

Industry progress is driven by the energies, determination and inspiration of the individuals who lead them. This award recognizes the contribution of the most successful and influential convenience industry leader in their region.

Asia

\$25,000 USD

SOLD

Europe

\$25,000 USD



Convenience Retail Technology Award

The award recognizes a convenience retailing company that has pursued a significant and compelling technology initiative. The award honors retailers who are making far-sighted, long-term investments in technology innovation, keeping retailers convenient and hassle-free for customers.

Asia

\$25,000 USD

SOLD

Europe

\$25,000 USD



Convenience Retail Sustainability Award

The award recognizes a convenience retailing company that has pursued a significant and compelling sustainability initiative that has significantly improved commercial performance, competitiveness, customer perception, staff engagement and prospects for continued financial strength.

Asia

\$25,000 USD

SOLD

Europe

\$25,000 USD



NACS Convenience Summits

These programs offer suppliers many opportunities to connect with leading retailers and amplify their global brands through sponsored event experiences and materials. All sponsorships are offered and sold separately for each unique event.

NACS | Convenience Summit Asia

28 February - 02 March 2023
Bangkok, Thailand

NACS | Convenience Summit Europe

30 May - 01 June 2023
Dublin, Ireland

Sponsorship Opportunities

The NACS Convenience Summits have become must-attend events for European and Asian convenience industry executives. These globally focused yet regionally specific events include retailer roundtables, international best practice presentations on key trends/developments in the global industry, retailer case studies and our highly competitive awards programs. As the exclusive Summit Sponsor, you will be the brand that makes this all possible.

Exclusive Sponsor Benefits

No shared sponsorships will be sold.

Exclusive Event Presence in Sponsored Region

- Two (2) complimentary delegate registrations to the Convenience Summit
- Welcome remarks on stage by a company representative.
- Verbal acknowledgements from every moderator (minimum of 4)
- Hosted table at awards banquet/celebrations
- Logo signage on stage for day of sponsorship
- Dedicated "thank you" slide to be visible in between conference sessions

Additional Promotion

- NACS media coverage of sponsorship (may include NACS Daily, NACS Magazine, etc).
- NACS Magazine "Thank you" ad
- Acknowledgement with logo on schedule of events or other printed event materials
- Logo visibility on event webpage
- Logo on pre-event confirmation sent electronically to all event attendees

Exclusive

\$35,000 USD

Co-Sponsor Benefits

Each sponsor company receives the following.

Shared Event Presence in Sponsored Region

- One (1) complimentary delegate registration to the Convenience Summit
- Shared logo signage on stage for day of sponsorship
- Shared "Thank you" slide to be visible in between conference sessions

Additional Promotion

- NACS Magazine "Thank you" ad
- Shared logo visibility on event webpage
- Shared logo on pre-event confirmation sent electronically to all event attendees

Limited Availability

\$7,500 USD Each

Ideas 2 Go Store Tours

Seeing is believing. On store tours, retailers will visit thriving and innovative convenience stores as part of the conference's local store tours. Participants will learn what's working in this market and take those ideas home to their stores. (Limit: one sponsor)

Included Benefits

- Two delegate registrations to the Convenience Summit conference in sponsored region
- Dedicated Thank You signage
- Option for give-away on coaches
- Web editorial spotlight announcement
- Printed visibility on Ideas 2 Go Store Tour Guide

Cost
\$10,000 USD



Ideas 2 Go Store Tours Reception

Immediately following the Store Tours, this reception offers attendees a relaxing space to reconnect with store tour participants, to discuss the innovations and learnings discovered over a cold beverage.

Included Benefits

- Opportunity for remarks from company representative during the reception
- Dedicated Thank You signage at the reception

Cost
\$7,500 USD



Welcome Reception

The Welcome Reception offers exclusive networking opportunities for the event attendees in a culturally relevant location. As the networking kick-off for the Summit, don't miss this chance to promote your brand!

Included Benefits

- Opportunity for remarks from company representative at the reception
- Dedicated Thank You signage at reception

Cost
\$7,500 USD

Awards Reception

The award programs bring great excitement to the Summits. We harness this energy and celebrate the programs by offering networking receptions *before and after* the ceremonies. Sponsoring these celebrations will put your brand at the center of it all.

Included Benefits

- Opportunity for remarks from company representative at the pre-award reception
- Dedicated Thank You signage at the receptions

Cost
\$12,500 USD



A La Carte Offers

Exhibit Stand

Secure dedicated networking space near coffee breaks and meals, ensuring your visibility to all attendees.

- One (1) complimentary delegate registration to the Convenience Summit
- Distribute product samples and company marketing materials
- Option for give-away on coaches

Cost
\$4,000 USD

Lanyard Sponsor

Make your mark with this widely distributed, highly visible registration element. Sponsor can choose to provide their own branded lanyards or NACS can produce co-branded lanyards. (Limit: one sponsor)

Cost
\$4,000 USD lanyards provided by sponsor
\$5,000 USD lanyards produced by NACS

Secure Your NACS Global Sponsorships Today

2023 Sponsorship Pricing & Benefits

Attendee Profile*	Average Attendance	% From Region	% From United States	% From Other Global Region	% C-Suite / MD
European Event	150	60%	25%	15%	85%
Asian Event	100	80%	10%	10%	70%

*Figures are estimated off past 5 years of in-person events.

Sponsor Benefits	Included Registrations	Stage Time / Hosted Table	On Site Branding	NACS Media Coverage	Product Sampling
Summit Sponsor	2	Yes	Yes	Yes	-
Co-sponsor	1	-	Yes	Yes	-
Awards Sponsors	2	Yes	Yes	Yes	-
Reception Sponsors	-	Yes	Yes	-	-
Ideas 2 Go Tours	2	-	Yes	-	On Coaches
Exhibit Stands	1	-	Yes	-	Yes
Lanyard Sponsor	-	-	Yes	-	-

Sponsorship Pricing**	List Price per Event	Qty. Avail. per Event	Multi Region/Sponsorship Savings Available
Summit Sponsor	\$35,000 USD	1	50% off second region sponsorship for NACS Global Supplier Council Members only
Co-sponsor	\$7,500 USD	5	-- -- --
Award Sponsors	\$25,000 USD	4	50% off second region sponsorship for NACS Global Supplier Council Members only
Welcome Reception	\$7,500 USD	1	25% off when Welcome and Awards receptions in one region are secured together - total \$15,000 USD for both
Awards Reception	\$12,500 USD	1	25% off when Welcome and Awards receptions in one region are secured together - total \$15,000 USD for both
Ideas 2 Go Tours	\$10,000 USD	1	25% off second region sponsorship - total \$15,000 USD for both Europe and Asia tours
Exhibit Stands	\$4,000 USD	10+	-- -- --
Lanyard Sponsor	\$5,000 USD	1	Save \$1,000 by providing the lanyards

**NACS Global Supplier Members receive a 5% savings on all non-bundled list prices.

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Global Supplier
Council

NACS would like to thank
the members of the NACS
Global Supplier Council for
their support of the industry's
international activities.

Global Supplier Council **Advantage**

Membership in the NACS Global Supplier Council (GSC) provides rich and unique benefits to NACS supplier members who conduct business on a global scale in the international convenience and fuel retailing industry.

For more information about becoming a Global Supplier Council member, contact:

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Member companies as of February 2023



Tech:niche.

Global Supplier Council **Classic**



Sponsorship Inquiries

Global Supplier Council Members:

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All Other Sponsorship & Exhibit Sales:

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