

NACS State of the Industry Summit
Technology Solutions Center Booth Opportunity
April 14-16, 2026 - Renaissance Schaumburg Convention Center Hotel,
Schaumburg, Illinois

The NACS State of the Industry Summit delivers insights on the latest financial, operational, categorical, regional market, and consumer trends in convenience retail. The Summit gathers convenience retail leaders and industry experts to share insights that help the industry capitalize on trends, identify strategies to manage against business headwinds, and optimize business performance.

The SOI Summit is your opportunity to connect directly with hundreds of convenience retail leaders, projecting your organization as a thought leader in your area of expertise. The SOI Summit is a more intimate setting than a typical trade show, focused on presenting the latest NACS benchmarks & research over a two-day event. Attendees are focused on identifying solutions to meet their business challenges, making participation in the *SOI Summit Technology Solutions Center* exposition a timely opportunity to advance your business within the convenience industry.

Number of attendees: More than 600 attendees, comprised of leading retailers and industry suppliers.

Level of Attendee: CEOs, COOs, and Owner/Operators plus other retail leaders representing key business functions: Business Intelligence, Category Management, Finance, Marketing, Merchandising, Operations, Real Estate/Site Development, Sales, and Strategy

SOI Summit Event Hours: (approximate)

- Tuesday, April 14: 4:00 p.m.– 6:30 p.m.
- Wednesday, April 15: 7:15 a.m. – 6:30 p.m.
- Thursday, April 16: 7:15 a.m. – 11:30 a.m.

Technology Solutions Center Move-In/Out Hours:

- Move-In – Tuesday, April 14: 8:00 a.m. – 2:00 p.m.
- Move-Out – Thursday, April 16, 10:45 a.m. – 1:00 p.m.

Shipping information will be provided to registered exhibitors closer to the summit date.

Technology Solutions Center Hours: (all times are approximate)

The Technology Solution Center will be available to SOI Summit attendees during all event networking breakfasts, lunch, session breaks, and evening receptions. Exhibitors will not be permitted to conduct business during scheduled SOI Summit general and breakout sessions.

The times below are approximate and subject to change based on the schedule of events:

Tuesday, April 14

- 4:00 p.m. – 6:30 p.m.

Wednesday, April 15

- 7:15 a.m. – 8:15 a.m.
- 9:30 a.m. – 9:50 a.m.
- 11:40 a.m. – 12:40 p.m.
- 2:10 p.m. – 2:30 p.m.
- 4:10 p.m. – 4:30 p.m.
- 5:30 p.m. – 6:30 p.m.

Thursday, April 16

- 7:15 a.m. – 8:15 a.m.
- 9:35 a.m. – 10:00 a.m.

Booth Details:

A total number of approximately 15 booths will be available for technology exhibitors.

- **Size:** all booths will be 8' wide by 8' deep
- **Location:** The Technology Solutions Center will be in a high traffic location near the SOI General Session room and breaks.
- **Inclusions:** all exhibits will include a booth drape, one (1) 6' skirted table or cocktail table, two (2) side chairs, and (1) waste basket. Note that the entire space is carpeted.
- **Exclusions:** additional booth needs (material handling, electricity, Wi-Fi, etc.) will be contracted directly with Freeman or with the Renaissance Schaumburg Convention Center Hotel. It is the exhibitors' responsibility to cover all costs associated with the transportation, labor, set-up, and tear-down of your exhibit.
- **Electric & Wi-Fi fees** will be provided to registered exhibitors closer to the summit date.

Booth Packages/Fees:

- **Booth Package:** The booth fee provides each exhibitor with one (1) booth and two (2) exhibitor badges. Exhibitor badges include all meals and post-session events but does NOT include admission to any General Session or Break-out Session events. The Booth Package fee is \$3,500.

Exhibitors who want to attend SOI Summit general sessions/breakout sessions will be required to purchase an SOI Summit supplier full conference registration badge. Supplier full conference badges can be purchased at a discounted rate of \$2,999 per person (regularly \$5,499). Discounted rate of \$2,999 must be purchased for booth personnel for pricing to apply to other supplier badges.

Deadlines:

Technology Solutions Center providers wishing to secure exhibit space will adhere to the following deadlines:

- 1/30/26: Deadline to secure exhibit space – 50% of the booth package fee is due at the time of application submission
- 2/16/26: Booth package fee to be paid in full
- 4/14/26: All exhibit materials and equipment set-up on-site by 2:00 p.m.
- 4/16/26: Exhibitors may begin tear-down and removal of exhibit materials and equipment no earlier than 10:45 a.m. Exhibits must be completely removed by 1:00 p.m.

Booth Refund policy:

50% refund of total booth cost if cancelled in writing by February 16, 2026. After February 16, 2026, the full amount of the booth cost will be forfeited.

Attendee Changes / Cancellations / Substitutions:

If you need to make a change/substitution to your registration, please submit your request to soireg@convenience.org. All cancellations received on or before Friday, March 6, 2026 will receive a refund (less a \$100 administrative fee). From March 6 through March 27, 2026, a fee equal to 50% of any registration fees paid or due will be assessed. After March 27, 2026, the full amount of any registration fees paid or due will be forfeited. Transfer of registration to another person within your company for the same event can be done at any time without penalty. Please remember to cancel your hotel reservation directly with the Renaissance Schaumburg at (847) 303-4100.

Other Information:

The SOI Summit attendee list (name, title, & company only) is available in the SOI Summit onsite guide. Contact information for attendees is not provided.

This exhibit space is not eligible for NACS Priority Points.

Contact:

For questions or to secure your exhibit space as a part of the 2025 NACS State of the Industry Summit, please contact Chris Wise at cwise@convenience.org or 703-518-4274.