

NACSSHOW.2024



Secondary Exhibitor Benefits –

These benefits are provided to Secondary Exhibitors who are current members, or those that choose to pay the \$1,350 listing fee:

- Company listing in the print and online NACS Show directories;
- Ability to have their company name printed on their badges (the Primary will assign an allotment of their badges to their Secondary);
- Ability to rent meeting space (Business Appointment Centers);
- Ability to participate in exclusive exhibitor NACS Show Marketing Opportunities such as the Cool New Products Preview Room.
- Ability to purchase pre- and post-show attendee lists;
- One year of NACS Supplier Membership (included in the listing fee).

Secondary Exhibitor Badge Registration –

- The Primary must designate the booth personnel badge allotment for their paid/member Secondary companies. The attached Primary and Secondary Company Badge Allotments needs to be completed to show the complete breakdown of the complimentary badges. The Secondary contact will receive an e-mail from NACS to register their personnel online shortly thereafter.
- If a Secondary company *is not a member and does not pay the listing fee*, their badge name will default to the Primary exhibitor name and cannot be changed. This badge will also be taken from the Primary exhibitor's complimentary badge allotment. As a "silent secondary" these companies can work in the booth under the Primary name only and cannot have recognition in any printed materials or badges.

Attached are the necessary forms for Primary and Secondary companies. **Please do your best to submit all the paperwork at one time!**

Primary Exhibitors should complete the following forms:

- NACS Primary Exhibitor Contract Addendum
- Primary and Secondary Company Badge Allotments

Secondary Exhibitors should complete the following forms:

- NACS Secondary Exhibitor Contract Addendum
- Secondary Exhibitor Contract

If you have any questions, please feel free to contact your account manager at the information below. We look forward to working with you this year.

Your Expo Team Account Managers:

For Facility Operations, Foodservice & Food Equipment, and Technology Exhibitors

Laura Miller

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For In-Store Merchandise Exhibitors

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For Fuel Equipment & Services Exhibitors

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