

# NACSHOW2024



## NAC SHOW JULY EXHIBITOR NEWSLETTER

*Providing exhibitors with updates and the tools to plan for a successful NACS Show.*

Submit and approve your Exhibitor Directory company listing details by **July 31<sup>st</sup>** in your [NACS Show Exhibitor Portal](#) (login required)! Any changes made after **July 31<sup>st</sup>**, WILL NOT appear in the printed show directory. *You can continue to make changes to your online listing.*

## EXHIBITOR WEBINAR – HOW TO IMPROVE NACS SHOW LEAD QUALITY & SALES CONVERSION

*July 16, 2:00 – 2:45 PM ET*

*It's not too late!* [Register now](#) for this important new webinar that will walk you through how to quickly and easily improve your lead qualification process and capture device to help you get information-rich, high-quality committed next action leads.

## EXHIBITOR SERVICE KIT

The Exhibitor Service Kit is live! You can access in your [NACS Show Exhibitor Portal](#) (login required). *Important reminder! DO NOT send food, drink, or any temperature sensitive product to Freeman's advance warehouse. Ship those items directly to Show site. Further details in the service kit.*

## COOL NEW PRODUCTS PREVIEW ROOM

50% sold out! [Watch this short video](#) to learn more about showcasing your product in the Preview Room at this year's NACS Show. Limited space is available; first-come, first-served. [Launch the exhibitor dashboard](#) and click on Order Show Marketing to secure your space. Questions? Contact [Nicole Walbe](#).

## EXHIBITOR MEETING SPACE

Exhibitors can purchase meeting space at this year's show.

- [Business Appointment Centers](#) are semi-permanent meeting rooms in the Expo Hall.
- [Permanent Meeting Rooms](#) are private meeting rooms at the Las Vegas Convention Center.

Meeting space is assigned on a first-come, first-served basis. Reserve your room(s) today:

1. Login to the [Exhibitor Portal](#).
2. Select "Exhibitor Dashboard".
3. Select "Order Show Marketing and Advertising".
4. Select "Meeting Space" from the drop-down menu and enter the quantity needed and "Add to Cart".
5. Click "Check Out" in the top right corner when you're ready.

Questions? Contact [Laura Miller](#).

## WHAT IS A NACS SHOW AMBASSADOR?

NACS Ambassador activities place volunteers from your company in front of Show attendees and provide an indirect marketing opportunity for your company before the show floor opens. [Learn more...](#)

Signups for NACS Ambassador shifts will be available in your [NACS Exhibitor Portal](#) later this month! Questions? Contact [Anna Serfass](#) at (703) 518-4243.

## EXHIBITOR WEBINAR – TIPS FOR A SUCCESSFUL NACS SHOW

On **August 27 at 1:00 pm ET**, join NACS staff members as they review basics about how to prepare for the NACS Show and answer your questions live. Register [here](#).

## CHECKLIST ITEMS

- **Exhibitor Portal Now Open (Login Required)** The [NACS Show Exhibitor Portal](#) is the gateway to access pre-show planning needs.
  - Approve Exhibitor Directory company listing details – **due by July 31<sup>st</sup>**
  - Exhibitor Service Kit
  - Badge Registration – register booth personnel, upgrade to Full Conference
  - Cool New Products and/or Business Appointment Centers space reservation, Ambassador signup
  - Deadline checklist
- Hot water handwashing stations and workspace sanitizing stations are required in each booth providing opened samples. Learn more in the [Exhibitor Service Kit](#).
- **Celebrity Booth Appearances** – Are you planning to host a celebrity in your booth at the NACS Show this year? If so, please let [Jeff McQuilkin](#) know as soon as possible. We can help with security if needed. We often get inquiries from attendees, and we'd love to be able to let them know.
- **Exhibitors Beware!** Please review the list of [NACS Official Contractors](#). We have been made aware of companies that may be aggressively pursuing you, or your company, to solicit services (especially housing/hotels) surrounding the NACS Show. *If you are ever unsure of the legitimacy of an offer of service, please feel free to reach out to your [account manager](#) first.*
- **Have you reserved your housing?** It's not too early to reserve your housing for the 2024 NACS Show. We STRONGLY encourage you to book through our [official housing vendor, Connections Housing](#) (see notice above).

## Exhibitor Updates Archive – Don't Miss Out!

All NACS Show exhibitor communications are archived for your team to review at any time. Check the [Exhibitor Update archive](#) to ensure that you haven't missed any time-sensitive information.