

NACSSHOW2024



NACS SHOW SEPTEMBER EXHIBITOR NEWSLETTER

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

We are in the home stretch, and we can't wait to see you in Las Vegas soon!

IMPORTANT UPCOMING DEADLINES

- [Freeman Discount Price Deadline](#) – **9/6/24**
- [Authorization for Food and Beverage Sampling & Catering Orders](#) – **9/9/24**
- [Refrigeration Order \(Lowe Rental, Inc.\) Deadline](#) – **9/24/24**
- [Advance Warehouse Shipments to Freeman](#) – **9/4/24 - 9/26/24**
- [Deadline to pre-register booth personnel badges. Onsite rates apply.](#) – **10/5/24**

CHECKLIST ITEMS

- **Exhibitor Portal Now Open (Login Required)** The [NACS Show Exhibitor Portal](#) is the gateway to access pre-show planning needs.
 - Update Exhibitor Directory company listing details (*online listing only*)
 - 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](#).
- LVCC has revised its Hand Carry Policy. For those of you who drive to the event and wish to unload your product/materials and bring them to your booth, please be aware of the following new procedures. 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.
- **Open Your Schedule to Attendees** – New this year, you will be able to add available appointment times during show hours, allowing attendees to request appointments with your team. [Launch the exhibitor dashboard](#) to learn more.
- **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 and advertising in unofficial show guides) 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.*

COOL NEW PRODUCTS

[Watch this short video](#) to learn more about showcasing your product in the Preview Room at this year's NACS Show. *90% sold...avoid the waitlist!* [Launch the exhibitor dashboard](#) and click on Order Show Marketing to secure your space. Questions? Contact [Nicole Walbe](#).

CHECK OUT THESE RETAILER INTERVIEWS!

[View interviews with retailers](#) about the importance of the NACS Show, recorded show planning webinars, and more resources to help you navigate the logistics involved with exhibiting.

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 are available in your [NACS Exhibitor Portal](#) (login required). Questions? Contact [Anna Serfass](#).

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.