

COOL NEW PRODUCTS PREVIEW ROOM REQUIREMENTS & SPECIFICATIONS

Eligibility

To be eligible for the Cool New Products Preview Room, a product/service must be new since **October 17, 2025**; or a product must be from a company that is new to the NACS Show this year.

A product/service must also fit the following criteria:

- **Maximum display dimensions:**
 - Maximum dimensions of **18" enclosed shelf:** 18" W x 18" D x 12" H
 - Maximum dimensions of **36" enclosed shelf:** 36" W x 18" D x 12" H
 - Maximum dimensions of **18" countertop:** 18" W x 18" D x 36" H
 - Maximum dimensions of **36" countertop:** 36" W x 18" D x 36" H
 - Maximum dimensions of **refrigerator shelf:** 18" W x 21" D x 12" H
 - Maximum dimensions of **freezer shelf:** 18" W x 21" D x 12" H
 - Maximum dimensions of **3 sq. ft. floor space:** 21" x 21"
 - Maximum dimensions of **6 sq. ft. floor space:** 30" x 30"
 - Maximum dimensions of **9 sq. ft. floor space:** 36" x 36"
 - For Hunter Club tower specs, contact scorprew@convenience.org.
- **Product weight.** The countertop weight capacity is 100 lbs. and the enclosed shelf capacity is 13 lbs. If your product exceeds this size, please contact Siara Corprew at scorprew@convenience.org.
- **Electrical Services:**
 - 5amp, 10amp, 15amp and 20amp services are available as standard 120volt electrical services.
 - If you have different electrical requirements contact scorprew@convenience.org.

Product Description

(Deadline: **September 23**)

Please provide the product details below for the scan card that will be displayed with your product. Retailers that scan your Preview Room display will receive the product details you provide. All details should be submitted online. Login credentials and details will be e-mailed with the purchase confirmation.

- **Product name.** Up to 50 characters.
- **Product description.** Up to 60 words.
- **Sales contact information.** Name, phone, email and URL.
- **Sub-category of product.** What is new about your product. Select from: New Design, New Flavors, New to the Industry, New Services or New Technology.
- **Product release date.** Date released to the convenience industry.
- **Onsite contact information.** Name, email, and cell phone of the person who will be responsible for your Preview Room display at the tradeshow.
- **Shipment tracking information.** Please provide shipment tracking information when available.

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Product Delivery

(Advanced Warehouse Deadline: **TBD**)

- Do not send product to the NACS office.
- NACS will supply special labels for delivery of product to the Preview Room in August.
- All products should be shipped to Freeman based on confirmation instructions.
- Use a reputable mail service with package tracking options.
- If you need assistance delivering your product from your booth to the Preview Room, please arrange with Freeman.

Product Placement Procedures

NACS staff will set up product displays. Please include photos of the preferred layout, detailed set-up instructions, or diagrams with your product shipment. You will be able to review your display during a special preview time on Monday, October 5 between 4:00 pm and 6:00 pm.

Displays cannot be changed once the Preview Room opens to retailers on Tuesday, October 6 at 10:00 am.

- There is no sampling of product in the Preview Room.
- Equipment that dispenses product should be in display mode.
- NACS is not responsible for the loss, theft or damage of products inside of the Cool New Products Preview Room.
- Sound is prohibited on all equipment and presentations inside the Preview Room.
- Perishable products must be displayed in its packaging unless you purchase refrigerator space.
- Products must be able to stand freely; no part of your display can be propped up against or affixed to Preview Room walls or cases.
- Display cases/areas will be organized by the following categories: In-Store Merchandise; Foodservice; Facility Operations; Technology; Fuel Equipment & Services. NACS cannot guarantee specific locations for your product within these categories.
- Placement of equipment and large items will be handled on a case-by-case basis.
- Adjustments to displays can be made after Preview Room business hours each day, between 5:30 - 6:00 pm. **Adjustments cannot be made during business hours.** Please check in with Preview Room staff before adjusting your display.

Post-Show Procedures

NACS staff will close the Preview Room from 1:30-2:00 pm to prepare for product pick up. From 2:00-4:00 pm after the close of the Show on Friday, October 9, you may pick up your product.

Products cannot be picked up before 2:00 pm.

- After 4:00 pm, NACS will begin to box up all remaining products for donation.
- NACS will not ship product samples back to your company after the NACS Show.
- If you need assistance moving your product, please arrange with Freeman.
- Preview Room leads will be delivered real-time to your exhibitor dashboard.