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NACSSHOW 2025

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Tips for a Successful NACS Show

PRESENTERS



Nicole Walbe

Cool New Products & Supplier
Membership
NACS



Laura Miller

Facility Operations, Foodservice,
Technology
NACS



Denise Brown

VP Exhibitor Growth and Support
Freeman

Agenda

1. Brand Visibility
2. Networking
3. Q&A
4. Show Logistics
5. Q&A

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Exhibitor Marketing Toolkit

Your Custom Digital Ads



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I'M EXHIBITING

See you there!

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October 14-17, 2025
Chicago | McCormick Place

Cool New Products & Convenience
Catalyst
Visit me at Booth: S7738

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- Digital Invitations
- NACS Show Ads
- Email Signatures



NACCS Show Ambassadors



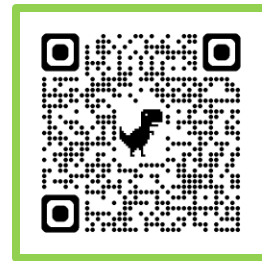
- **FREE!**
- **Greet and assist attendees**
- **Doesn't conflict with expo hours**
- **Earn bonus Priority Points**
- **Available late August in the Exhibitor Portal**



Cool New Products Preview Room



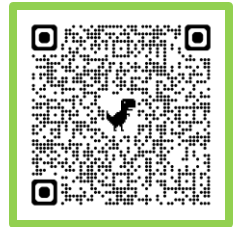
- Top destination for buyers
- Extra day of exposure
- Reverse lead retrieval
- Starts at \$875
- Limited space remaining
- **Deadline: August 4**



NACS Pre-Show Box



- 100, hand-selected category managers registered for the NACS Show
- Receive leads w/ emails
- Limited space remaining
- Cost: \$1,500
- **Deadline: August 1**



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NACS Show Convenience Connect

- Retailers host small groups of *new suppliers* to discuss industry topics relevant to their stores.
- 140 seats available



2025 Table Hosts:

Curby's Express Markets
EG America
Heas Energy
Loop Neighborhood Market
McLane
Onvo
Pilot
RaceTrac
Southwest Georgia Oil

Session Details



Register



Kick-Off Party



- Monday, October 14, 5:30 - 7:00 pm
- McCormick Place | East Building, Lakeside Center
- \$95 or upgrade to full conference



Education Sessions

Upgrade to Exhibitor Full Conference

- \$225 within allocation
- \$325 over allocation



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Q&A

A photograph of two men at a trade show. The man on the left is wearing a light blue button-down shirt and a lanyard with a badge that says 'REYNOLD'. The man on the right is wearing a grey button-down shirt and a lanyard with a badge that says 'EDUARDO'. Both are smiling and looking towards the right. The background is a blurred crowd of people in a well-lit indoor space. A large red and orange graphic overlay is on the left side of the image.

NACS Show Logistics

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Exhibitor Resource Center

www.nacsshow.com/ERC

Exhibitor Resource Center

Resources for exhibitors to plan and prepare for a successful NACS Show.

Exhibit Prep and Setup

Important booth setup-related information including deadlines, official contractors, and pre-show prep materials.

[VIEW DETAILS](#)

Exhibitor Service Kit

Access the Service Kit for information on Freeman services, Exhibitor Appointed Contractors (EAC), shipping & material handling, electric & other utilities, and additional services.

[VIEW DETAILS](#)

Exhibitor Portal

For 2025 Confirmed Exhibitors Only. Review and edit your company's Exhibitor Directory listing, register booth staff, make payments, download invoices, and order Cool New Products.

[LAUNCH PORTAL](#)

Planning Tips & Tricks

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.

[VIEW TIPS & TRICKS](#)

Marketing Opportunities

Official NACS Show exhibitor marketing products and packages.

[SEE OPPORTUNITIES](#)

Exhibitor Updates

Archived monthly newsletters with important updates for 2025 NACS Show Exhibitors.

[VIEW DETAILS](#)

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Exhibitor Portal

www.nacsshow.com/exhibitorportal

- Login required
- Access Exhibitor Dashboard
- Exhibitor Service Kit
- Hotels
- Register Staff
- Purchase/Download Attendee Lists
- Volunteer as an Ambassador

The screenshot displays the Exhibitor Portal interface. At the top, the title "Exhibitor Portal" is centered. Below it, a message reads "Showing all exhibitors for admin users:" followed by "Portal for:" in a green script font. A search bar contains the text "Cool New Products & Convenience Catalyst (Booth S7738)". The main content area is a grid of six service cards:

- Exhibitor Dashboard**: Update your directory listing, download invoices (booth, show marketing). Includes a "LAUNCH DASHBOARD" button and a "powered by" logo.
- Badge Registration**: Booth personnel badges and upgrades. Includes a "LAUNCH REGISTRATION" button.
- Exhibitor Service Kit**: NACS Show shipping details, catering information, utility orders, material handling, and show logistics details. Includes an "OPEN SERVICE KIT" button.
- Hotels**: Book your hotel rooms for the NACS Show through the official housing agency, Connections Housing. Includes a "LAUNCH HOUSING" button and the "CONNECTIONS HOUSING" logo.
- Contractors**: If you are using a contractor onsite that is not a NACS Official Contractor, please complete this form for insurance and liability reasons. Includes a "+ ADD A CONTRACTOR" button and a link to the "NACS Official Contractors List".

Exhibitor Dashboard

- **July 31** – Update Directory Listing for printed materials
- Order **Cool New Products** and **Business Appointment Centers**
- Order an **Enhanced Listing** and view your pre-show leads
- Access the Checklist with key date reminders

NACSSHOW2025
2025 NACS Show
October 14 - 17, 2025 | Chicago

Search...

Home
Checklist
Resources

Cool New Products & Convenience Catalyst
Booth: 57738
Nicole

Exhibitor Directory Listing

- Description *None added* 0 of 1 added
- Exhibitor Categories *Complete* 0 of 1 added
- Event Contacts / Business Cards *0 of 1 added*

Online Advertising Packages

Purchase a package and get 3x more visibility than exhibitors without a package

[Boost my Listing →](#)

Order Show Marketing

Purchase Cool New Products Showcases or meeting space.

- Business Appointment Centers
- Cool New Products Preview Room
- Permanent Meeting Rooms

[Order Show Marketing →](#)

Financials

All payments have been made.

[Go to Financials →](#)

Showroom Performance

VIEWS 35	LEADS 0	CLICKS 7
-------------	------------	-------------

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Basic Company Profile

NACSSHOW2024
EMAI | PFI | CONEXUS X

2024 NACS Show
October 8 - 10, 2024 | Las Vegas

Search...

[Home](#)

[Checklist](#)

[Resources](#)

NACS Show Product Bag

Booth: C5776

L Leigh

Exhibitor Directory Listing

Edit company information for the printed and online Exhibitory Directory.

<input checked="" type="checkbox"/> Description	None added	<input checked="" type="checkbox"/> Special Offers	0 of 1 added
<input checked="" type="checkbox"/> Exhibitor Categories	Complete	<input checked="" type="checkbox"/> Exhibitor Collateral	0 of 1 added
<input checked="" type="checkbox"/> Online Contact	0 of 1 added		

Order Show Marketing

Purchase Cool New Products Showcases or meeting space.

- Business Appointment Centers
- Cool New Products Preview Room
- Permanent Meeting Rooms

[Order Show Marketing →](#)

Financials

All payments have been made.

[Make Payment/Download Invoice →](#)

Online Directory Listing

VIEWS

12

LEADS

1

CLICKS

3

Online Advertising Packages

Increase your online visibility, showcase your products, and generate quality leads.



Purchase a package and get **3x more visibility** than exhibitors without a package

[Boost my Listing →](#)

©2024 NACS Show - Powered by Map Your Show

[Event Website](#)

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Lead Retrieval

- Access attendee contact information that is scanned by your team.
- Lead Retrieval options include a Mobile App version or a physical device.
- Order here:
 - https://www.nacsshow.com/Exhibit/Exhibit-Preparation-and-Booth-Setup/ExhibitorServiceKit/Tab-5_Additional-Services/Lead-Retrieval

Which Solution is Right for Your Booth?



Mobile App Badge Scanner

- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collaterals through email
- Printers pair 1:1 with each SWAP mobile device
- Business card scanning



Handheld Badge Scanner

- High Speed: excellent for booth events, product theaters, and in-booth sessions
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device



Tablet Badge Scanner

- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device
- Business card scanning

All our badge scanners run on the easy-to-use SWAP platform. Choose the option that's right for your booth or mix and match to create a custom solution.

Every lead choice allows you to:

What's NEW with our badge scanning devices:

Register Booth Staff

- **3 Booth Personnel (within allotment) per 10x10– exhibit hall only access**
- **2 Booth Personnel (over allotment) per 10x10– exhibit hall only access**
 - *****Exceptions for Hunter Club***
- **Full Conference -- \$325**
- **Learn more [here](#).**

Invite a Customer

1. Login to the [exhibitor portal](#).
2. Launch Registration.
3. Invite a Customer.
4. Purchase Full Conference Registrations for Qualified Buyers - \$355 per registration.

Invite your Customers* to Attend the NACS Show [Dashboard](#)

This badge type is available to any customer who qualifies as a Buyer, Retailer/Fuel Marketer/Jobber or a Convenience Distributor. Registrations are subject to verification by Show Management. **Supplier companies and Booth Personnel do not qualify for this program.*

Ensure that your company's best customers are attending the 2025 NACS Show by covering their registration costs.

Qualify Your Customer

[See if Your Invitee Qualifies for a Buyer Pass >](#)

Registration Cost and Access

Cost Per Registration	Access Privileges
\$355	FULL ACCESS including: NACS Show Kick-Off Party, General Sessions, Education Sessions, and the Exhibit Hall

Purchase Registrations

Choose the number of registrations you would like to add to your cart.

Choose how many to invite (Press 'Add' below)

Add

Buyer Invite

If you have already purchased passes and would like to purchase additional passes, please call customer service at (469) 513-9489.

Next Steps

Once you have purchased registrations, you will need to share your unique link with invited customers, allowing them to enter their information for a badge at the show.

Group Financial Summary

Booking Total	\$0.00
Payments	\$0.00

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OVG

Catering

Exclusivity

- Sampling Authorization & Alcohol Policy
- Catering Menu & Order Form
- Ice & Equipment Menu

GENERAL INFORMATION FOR FOOD INDUSTRY SHOWS

1. Items dispensed are limited to products **Manufactured, Processed or Distributed by Exhibiting Companies, Approved Exhibitors, Sponsors, Manufacturers or Distributors**. **If they are not Manufactured, Processed or Distributed by the company, then you are NOT able to provide samples of food and beverage unless they are purchased through OVG Hospitality.**
2. If you do Manufacture, Process, or Distribute the items, they are to be a SAMPLE SIZE and must be dispensed and distributed in accordance to Local and State Health Codes:
 - Non-Alcoholic Beverages can be a maximum of 8 oz. Sample Size, served in plastic cups. No cans or bottles will be permitted.
 - Food items are limited to "bite size," not to exceed 6 oz. portions.
 - Vendors MUST submit proof of having \$1,000,000.00 liability insurance naming OVG Hospitality, and the Metropolitan Pier and Exposition Authority as additional insured located at 2301 S Lakeshore Dr., Chicago IL 60616, and are responsible for State and Local Health Code.
3. If your company **Manufactures, Processes or Distributes** Alcoholic Beverages and these products are related to the purpose of the show, then you are able to serve SAMPLE SIZES and they must be dispensed and distributed in accordance to Local and State Health Codes:



Food Industry Shows | Last Updated: 6.3.2025

Sampling

- **Non-Alcoholic Beverages – 8 oz.**
 - Served in plastic cups.
 - No cans/bottles permitted
- **Food – 6 oz.**
- **Beer -- 7 oz.**
- **Wine / Wine Coolers / Spirit Coolers -- 2 oz.**
- **Liquor / Liqueurs / Distilled Spirits -- 0.5 oz.**

Ice

Pre-order available. Contact OVG at infoovg@mccormickplace.com

(Highly recommended! Avoid long lines.)

Onsite Pick Up:

- *22 pound bag for \$40.00*

NORTH BUILDING: 23rd Street Café – near NACSPAC Lounge

Hours of operation: 8 am – 5 pm Wed, Thurs; 8am – 1 pm Fri

SOUTH BUILDING: South market, just inside South Hall from the Grand Concourse

Hours of Operation: 8 am – 5 pm Wed, Thurs; 8am – 1 pm Fr



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Q&A

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Freeman

General Services Contractor

- 01 **Show Services Overview**
- 02 **Online Resources**
- 03 **Shipping & Material Handling**
- 04 **Labor Services**
- 05 **Show Site Must Knows**
- 06 **Contact Us**

Agenda

Pre-Show Planning Timeline



Begin planning your event now to ensure your teams are ready

Freeman is proud to be your General Services Contractor

Flooring



Furnishings



Refrigerated, Frozen & Dry Storage



Exhibit Solutions



Cleaning Services



Shipping Services



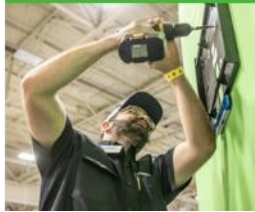
Material Handling



Forklift and Ground Rigging



Display Labor



Electrical and Utilities



Overhead Rigging



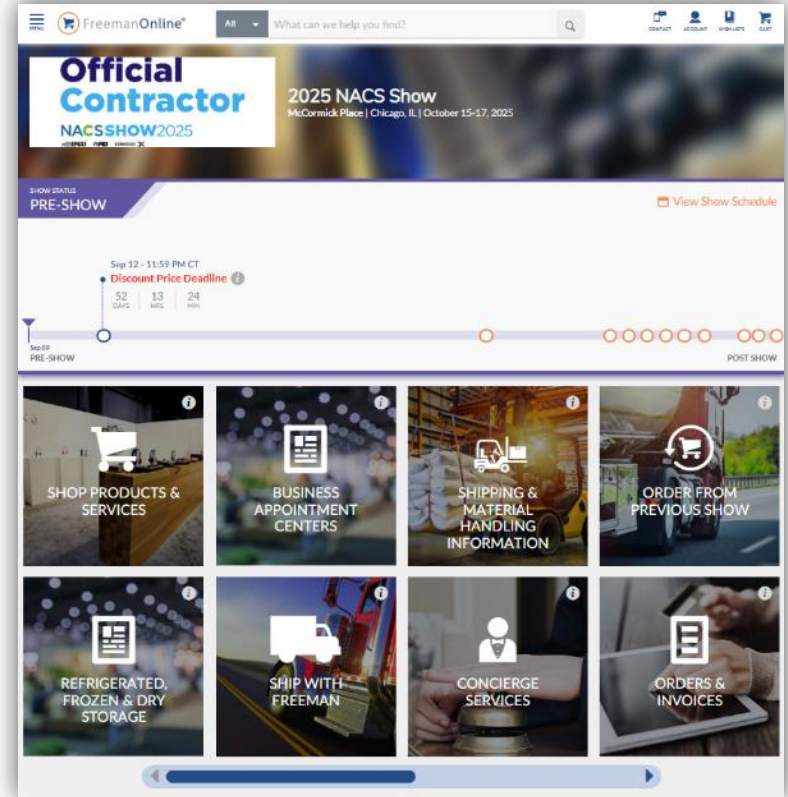
Audio Visual



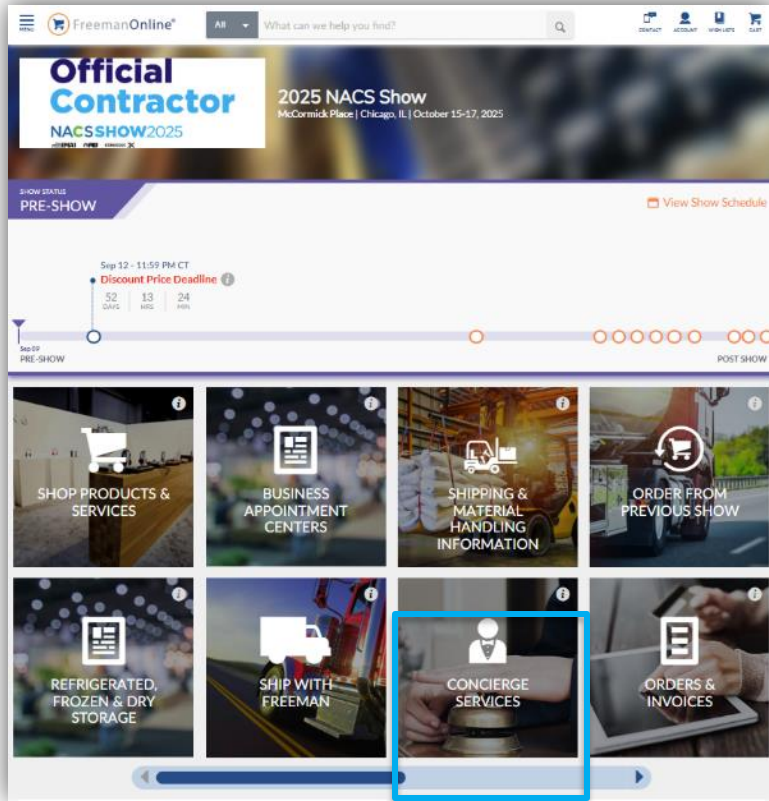
FreemanOnline® Show Home Page

Included on the [2025 NACS Show page](#):

- Show Schedule and Contacts
- What's Included In Your Booth
- Shop Products and Services
- Shipping and Material Handling Information
- Exhibitor Education
- Ship with Freeman
- Order from Previous Show
- First-Time Exhibitor Resources
- New! Sky Virtual Assistant



FreemanOnline® Self-Service Features

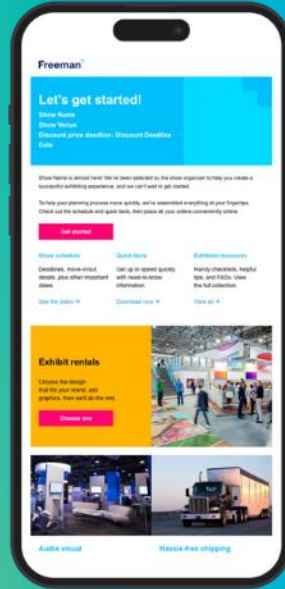


FreemanOnline® provides self-service functionality as well!

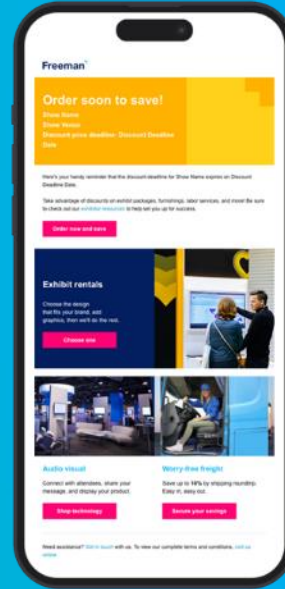
- **Concierge services** – request service directly from the comfort of your booth
- **Notifications** – set up and view important live event notifications for you and your team
- **Show move-out** - submit and finalize outbound paperwork digitally

September 12, 2025

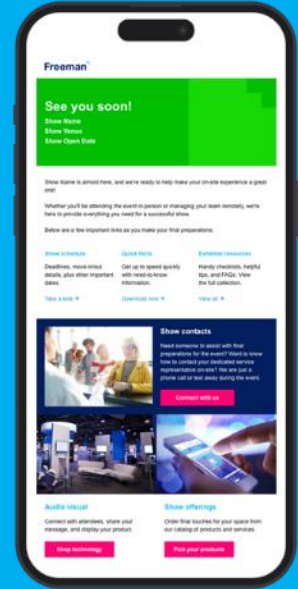
Exhibitor Pre-show Campaign



Email 1: Let's Get Started
14 weeks before show open



Email 2: Order Soon to Save
One week before discount deadline



Email 3: See You Soon
One week before show open

Shipping and Material Handling

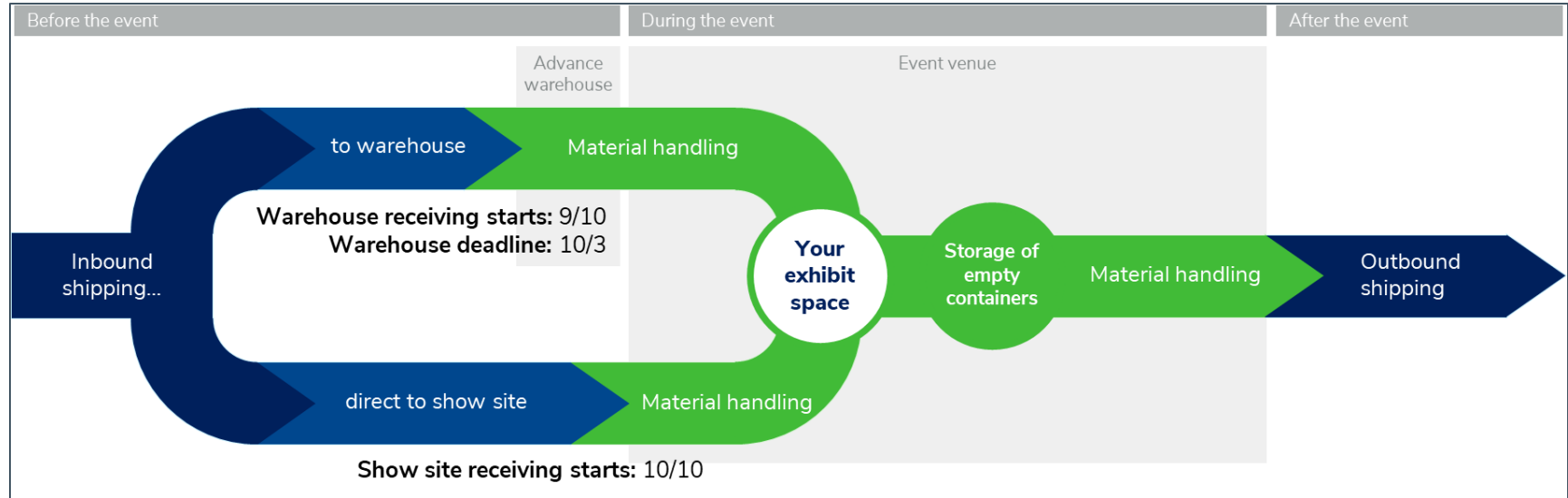
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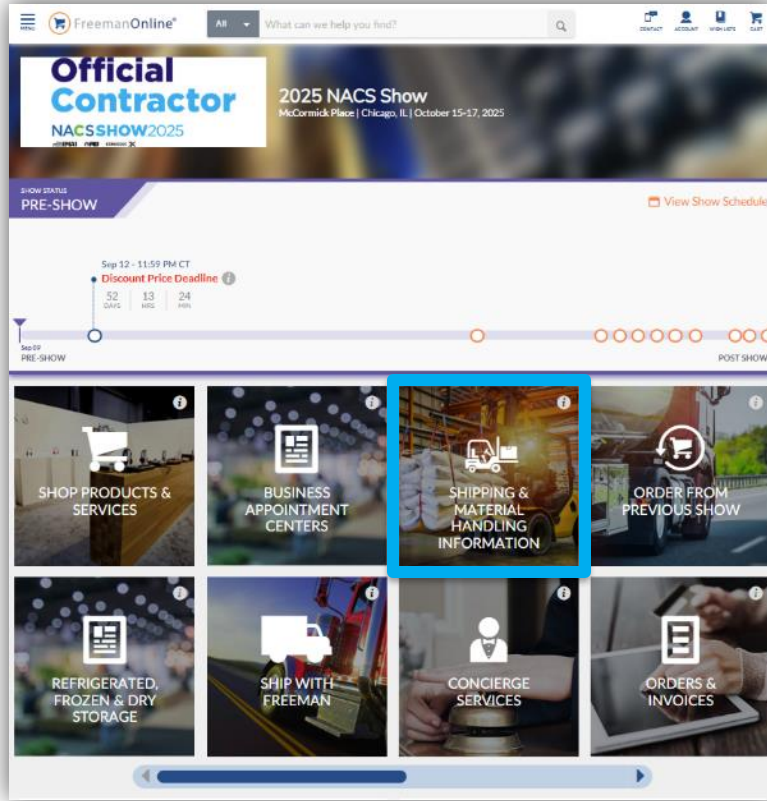
Shipping and Material Handling

Review the Shipping & Material Handling Information section on FreemanOnline



REMINDER! Refrigerated/Frozen products are NOT accepted at the warehouse

Shipping and Material Handling Information



- Material handling rates
- Shipping labels
 - Warehouse and targeted show site labels
 - Hanging sign labels
 - Storage (dry, freezer, refrigerated)
 - Machinery show site labels
- Marshalling yard information
- Assigned target date and time
- Empty storage details
- Outbound shipping information

Assigned Move-In Target Dates and Times

What is a target move-in date?

- Date and time carriers must check-in to the marshalling yard by, NOT the time your materials will be at your booth
- Date applies to machinery and display materials, not product

Why is it important?

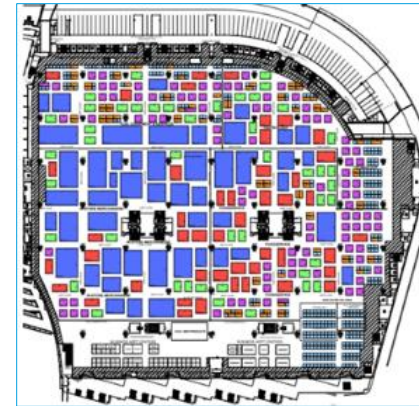
- Ensures efficient move-in process, prevents congestion at loading dock, marshalling yard and on show floor

What do you need to know?

- Assigned target dates and floor plans are available on [FreemanOnline®](#)
- Advance warehouse shipments help eliminate carrier wait time charges
- Be sure to budget for wait times for show site shipments.



North Level 3



South Level 3

The Marshalling Yard

What is a marshalling yard?

- Designated area where carriers are required to check in for deliveries to the convention center. Trucks are temporarily staged there before unloading.
- Carriers delivering to or picking up from the facility must check in at the marshalling yard
- Drivers will be assigned a number according to check-in time and will be dispatched as dock space is available

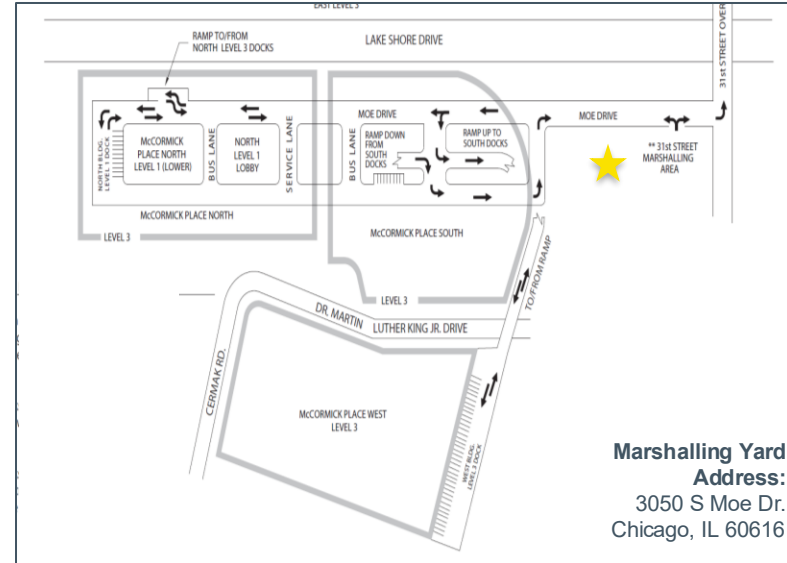
Why is it important?

- Ensures an organized and efficient move-in process
- Prevents congestion at loading dock area and primary streets surrounding the convention center

What you need to know:

- Certified weight tickets are required when checking into the marshalling yard. If your driver does not have one, there is a full-size certified scale available at the yard for a cash fee.
- There is a fee collected by Standard Parking to enter the marshalling yard that is valid for 16hrs.
- Overnight parking is available.

[Learn more](#)



Inbound Marshalling Yard Hours

Friday, October 10, 2025, 6:30am-2:30pm
Saturday, October 11, 2025, 6:30am-2:30pm
Sunday, October 12, 2025, 6:30am-2:30pm
Monday, October 13, 2025, 6:30am-2:30pm
Tuesday, October 14, 2025, 6:30am-2:30pm

Outbound Marshalling Yard Hours

Friday, October 17, 2025, 7:00am-8:00pm
Saturday, October 18, 2025, 6:30am-2:30pm

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Labor Services

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Chicago Labor Jurisdictions

Full-time employees of exhibiting companies may use their own ladders and hand tools to:

- set-up and/or tear-down their own booth materials
- open boxes, stock shelves, distribute and set product, set-up product and literature
- unload their own vehicles at designated unloading areas as long as it is not a commercially registered vehicle
- deliver and set up their own computers, monitors, and A/V equipment
- use their own dollies, luggage carriers, non-hydraulic carts, two- to four-wheel hand trucks, ladders up to 6', hand tools, power tools, and cordless tools (subject to building safety guidelines)

Full-time employees of exhibiting companies are prohibited from:

- using scooters, forklifts, pallet jacks, condors, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment

[Learn more](#)



Keep Your Booth Customer Ready with Porter Service

Service includes:

- emptying your wastebasket(s) at two-hour intervals during show hours each day
- monitoring of your exhibit area at two-hour intervals during show hours each day

Order porter service and additional cleaning services on [FreemanOnline®](#)

Show Site Must Knows

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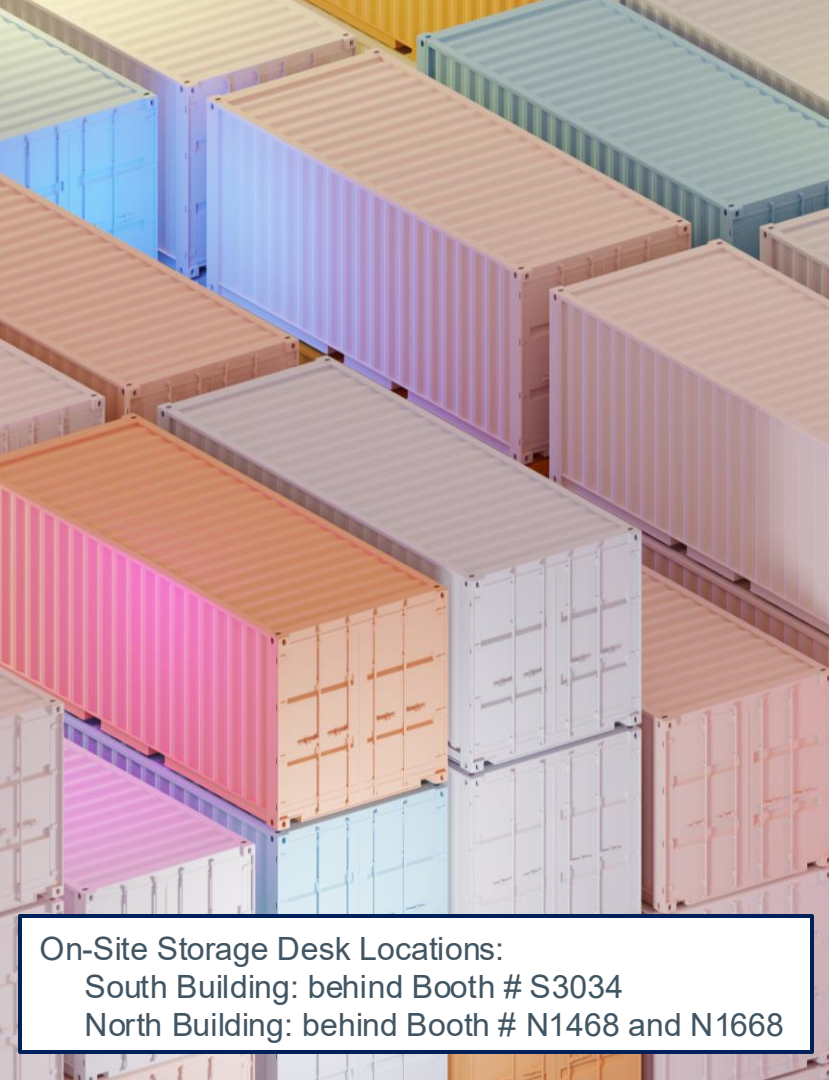
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McCormick Place: POV/ASUV & Hand Carry Policy

- McCormick Place offers registered exhibitors optional unloading of personally owned vehicles (POV)/automobile and small utility vehicles (ASUV)
- Permitted vehicles: passenger automobile, SUV, minivan, pickup truck, full-size van
- Check-in will take place at the marshalling yard
- Exhibitor staff must work as team of at least two people and one person must remain with the vehicle at all times
- Vehicles must be unloaded within a 20-minute timeframe
- For additional information visit the [McCormick Place ASUV program website](#)



Access Storage: Refrigerated, Frozen, and Dry Storage

- Storage rate covers entire show, it is not a daily rate
- Must use Freeman provided Access Storage labels
- Ensure that each pallet contains items requiring the same storage temperature
- Refrigerated/Frozen products are NOT accepted at the warehouse.
- Food that must be prepared by the Exhibit Hall Caterer should be coordinated and addressed directly to the catering firm: **OVG Hospitality** infoovg@mccormickplace.com
- All cold and dry storage shipments will be subject to normal material handling charges
- **Save money!** Make your reservation early by completing the [storage form](#) and submitting payment prior to the first day of exhibitor move-in.

On-Site Storage Desk Locations:

South Building: behind Booth # S3034

North Building: behind Booth # N1468 and N1668



Empty Container Storage

During move-in

- Tag cartons, fibers, and crates with “Empty” stickers
- Empty cartons and cases must be removed from booth

During move-out

- Empty containers begin returning at close of show and can take several hours
- Cartons and cases are delivered first followed by crates
- Machinery skids are typically the last to be returned and based upon move-out prep of your machine
- Freeman-supervised labor available to pack your booth

Exhibitor Service Center

Our goal is to ensure you receive the highest level of service



Exhibitor Service Center located in:

- South Building Under Food Pod in Center of Hall
- North Building Level 2 Room N227

Cost-saving and Planning Tips

- Review the exhibitor service manual and make note of important deadlines
- Order prior to vendor discount deadline dates for best rates
- Include set-up instructions with labor order and inside crates
- Consolidate shipments for easy tracking
- Ensure your on-site team has copies of all show documents

Approved Specialty Contractors

Official Contractor

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Refrigeration

Lowe Rental

770-461-9001

info@loweusa.com



Food & Beverage

OVG Hospitality

312-791-7250

infoovg@mccormickplace.com



Floral and Plants

Floral Expositions

407-961-6531

orders@floralexpo.net



Lead Retrieval

Maritz

(877) 623-3487

exhibitorservices@maritz.com



Telephone and Internet

McCormick Place

312-791-6113

technology@mccormickplace.com



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Have Additional Questions?



Phone

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

Domestic:
1-888-508-5054

International:
1-817-210-4869



Text

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

Domestic:
1-888-508-5054

International:
1-817-210-4869



Email

Responds within
1-2 business days

Domestic:
[Freeman.com/contactus](https://freeman.com/contactus)

International:
Internationalsupport@Freeman.com



Chat

7pm–4am CT (Sun)
7am–4am CT (M-Th)
7am–5pm CT (Fri)

**Domestic and
International:**
[Freeman.com/store](https://freeman.com/store)



WhatsApp

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

**Domestic and
International:**
1-214-984-3514

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Q&A

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Thank you for attending!