

WE ARE  **Convenience**

NACSSHOW.2024

OFFICE OF
HIGHER EDUCATION
OF AMERICA **EMAI**  **PEI** **CONEXXUS** 

Prep Show Prep Webinar

NACS & PEI EXHIBIT TEAM



Jeff McQuilkin
Hunter Club Exhibitor
jmcquilkin@convenience.org



Jessica Hayman
In-Store Merchandise
jhayman@convenience.org



Laura Miller
Facility Operations, Foodservice,
Technology
lmiller@convenience.org

NACS & PEI EXHIBIT TEAM



Julie Shank
Fuel Equipment & Services
jshank@pei.org



Anna Serfass
New Exhibitor Area
aserfass@convenience.org

NACS & NACS Show Overview

NACS Overview



About NACS

Established in 1961, NACS is the leading global trade association dedicated to advancing convenience and fuel retailing, serves as a trusted advisor to over 1,300 retailer and 1,600 supplier members from more than 50 countries.

When the industry succeeds, we all succeed.

About Our Industry

- \$859.8 billion in sales in 2023 (down from \$906.1B in 2022)
- If total industry sales were compared to the GDP of all countries, the industry would rank 20th
(between Switzerland (\$808B) and Turkey (\$906B) – down from 17th)

About Our Industry

- 152,396 stores (up from 150,174)
- 40 million trips to c-store pumps every day
- 155 million transactions a day

NACS Overview

About the NACS Show – 2023 in Atlanta

- 24,084 attendees
- 67 countries / 50 states
- 436,100 sq ft of exhibit space
- 49 education sessions
- Food Safety Forum
- Top “40” trade show



About NACS Show Attendees

- #1 Reason they attend: See new products
 - Cool New Products Preview Room
 - New Exhibitor Area
 - Your booth!
- Looking for great networking opportunities
- Want education and industry trends/updates

- They spend time at the Expo
 - 11.2 hours at NACS vs 9.4 hours all-industry average –almost 20% more time

Event Partners and Affiliates

EMA – Energy Marketers of America

- *Federation of 47 state and regional trade associations representing energy marketers throughout the United States*

PEI – Petroleum Equipment Institute

- *PEI is the authority and source of information for the energy handling equipment industry. PEI is a member-centric organization dedicated to improving the business and operational practices of its members and expanding opportunities for their growth.*

Conexxus

- *Develop standards, innovate technology, and advocate for c-store and fuel markets. TruAge – digital age verification*

NACS Show Overview

Exhibitor Education

- Webinars
 - Pre-Show Prep Webinar
 - “Improve NACS Show Lead Quality & Conversion” by Jefferson Davis
 - Tips for a Successful NACS Show
- Retailer Interviews
- Exhibiting Worksheet – More Information Available for 2025
- Exhibitor Mentor Program – More Information Available in Fall 2024
- Find these resources and more [here](#).

NACS Show Overview

Future Dates*

- October 14-17, 2025 - Chicago
- October 6-9, 2026 - Las Vegas
- October 5-8, 2027 - Atlanta
- October 2-5, 2028 - Chicago
- October 16-19, 2029 - Chicago
- October 1-4, 2030 - Las Vegas

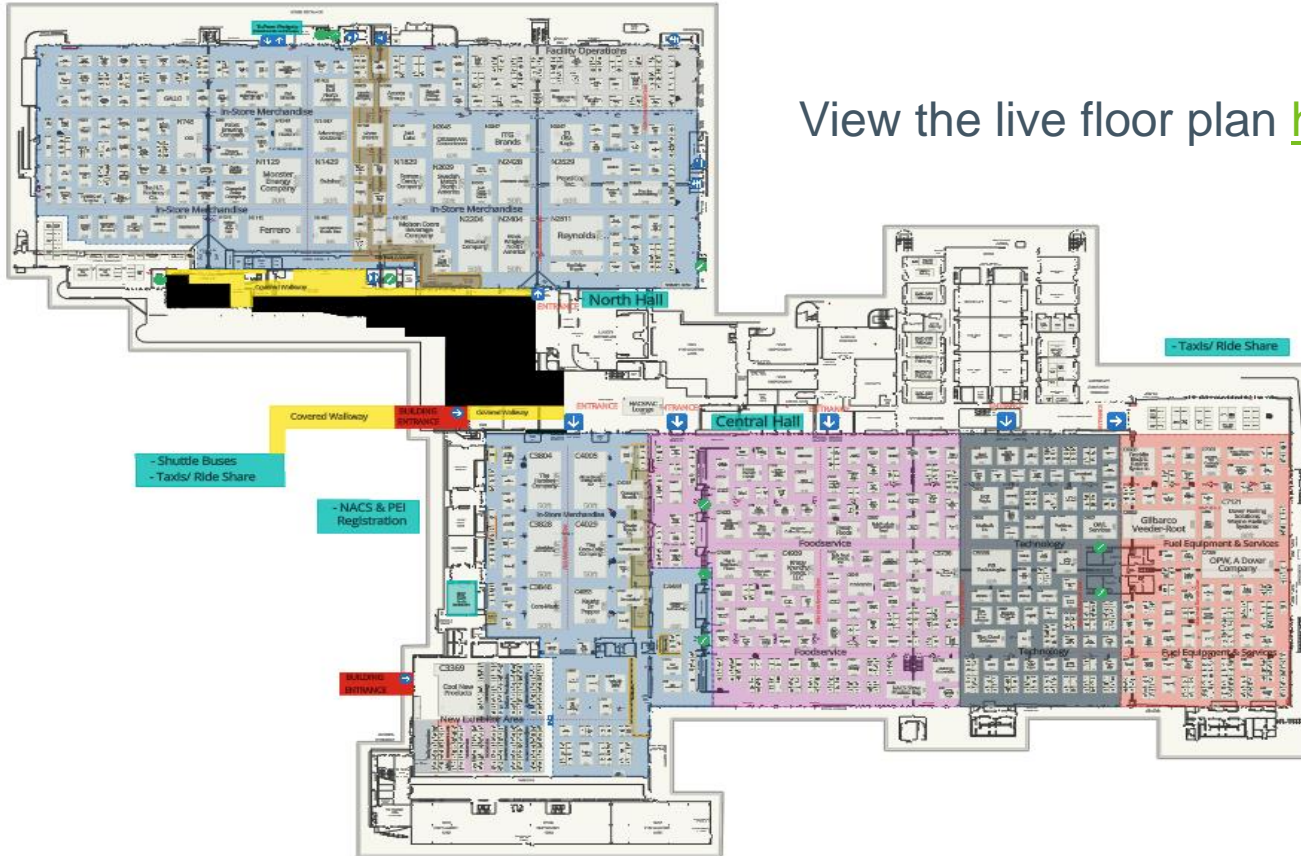
* Subject to change

Las Vegas Convention Center





View the live floor plan [here](#).



Subject to Change. Exterior Areas Not Drawn to Scale.

NACS Show Services

Exhibitor Resource Center

www.nacsshow.com/ERC

Exhibitor Resource Center

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

Whether you're a tradeshow veteran, a first-timer to NACS or a brand new exhibitor, we have resources that cover everything you need to know, including important dates, checklists and answers to frequently asked questions. Access everything at your convenience. Content is updated frequently.

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 2024 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

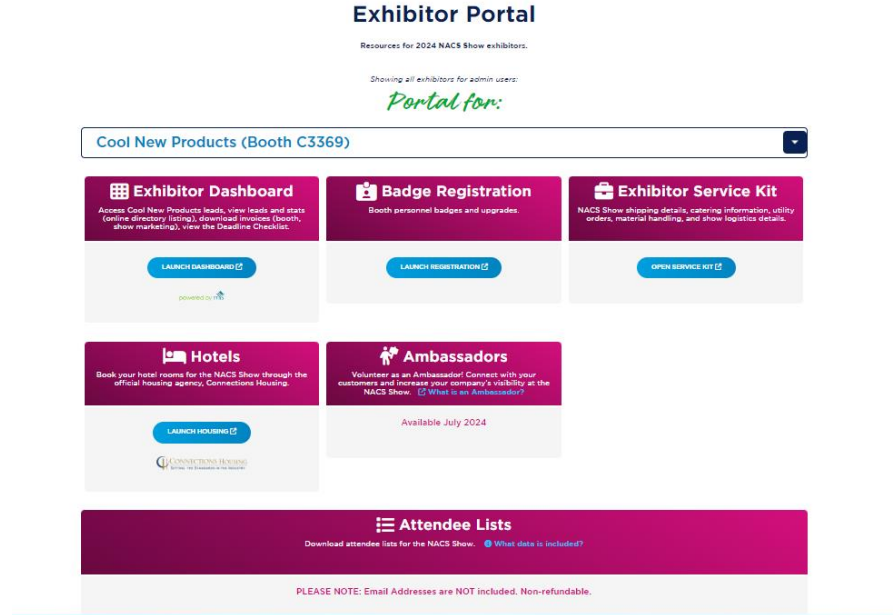
View interviews with retailers about the importance of the NACS Show, recorded show planning webinars, and more resources to help you navigate the logistics involved with exhibiting.

[VIEW TIPS & TRICKS](#)

NACS Show Services

Exhibitor Portal

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



Exhibitor Portal
Resources for 2024 NACS Show exhibitors.

Showing all exhibitors for admin users:
Portal for:

Cool New Products (Booth C3369)

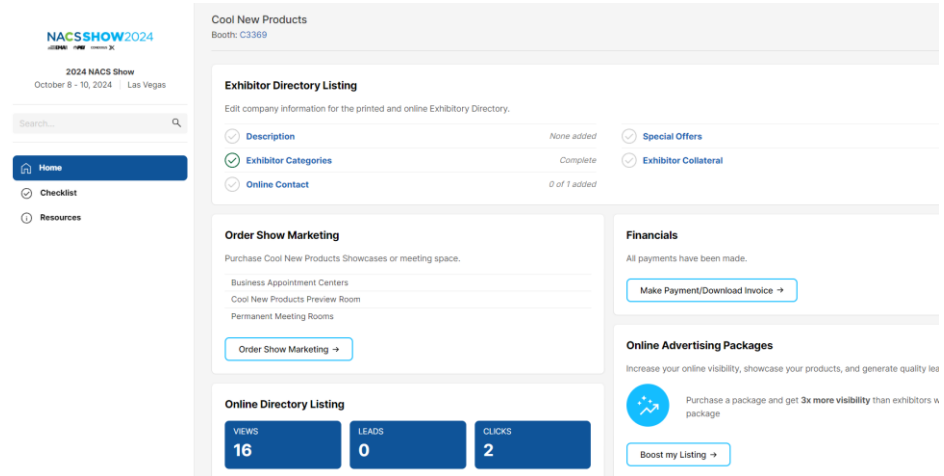
Exhibitor Dashboard Access Cool New Products leads, view leads and stats (online directory listing), download invoices (booth, show marketing), view the Deadline Checklist. LAUNCH DASHBOARD	Badge Registration Booth personnel badges and upgrades. LAUNCH REGISTRATION	Exhibitor Service Kit NACS Show shipping details, catering information, utility orders, material handling, and show logistics details. OPEN SERVICE KIT
Hotels Book your hotel rooms for the NACS Show through the official housing agency, Connections Housing. LAUNCH HOUSING	Ambassadors Volunteer as an Ambassador! Connect with your customers and increase your company's visibility at the NACS Show. What is an Ambassador? Available July 2024	
Attendee Lists Download attendee lists for the NACS Show. What data is included?		

PLEASE NOTE: Email Addresses are NOT included. Non-refundable.

NACS Show Services

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




The screenshot displays the exhibitor dashboard for booth C3369 at the 2024 NACS Show (October 8-10, 2024, Las Vegas). The dashboard is titled "Cool New Products" and includes a search bar and a navigation menu with "Home", "Checklist", and "Resources".

Exhibitor Directory Listing
Edit company information for the printed and online Exhibitory Directory.

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

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 Advertising Packages
Increase your online visibility, showcase your products, and generate quality leads.
 Purchase a package and get **3x more visibility** than exhibitors w. package
[Boost my Listing →](#)

Online Directory Listing

VEWS 16	LEADS 0	CLICKS 2
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NACS Show Services Enhanced Listings

[View opportunities here.](#)

To advertise, contact:

Trent Hoffman, Exhibitor Advertising Manager
(513) 527-8848 / thoffman@mapyourshow.com

PACKAGES & SPONSORSHIPS

Gold Package: \$750

- **Company Logo**
- Access to online leads
- Display of social media links
- Content automatically appears in the mobile app

Platinum Package: \$1,500

- Includes the **Gold Package**
- **4 product image/text panels**
- Inclusion in the "Featured Exhibitor Search"
- Content automatically appears in the mobile app

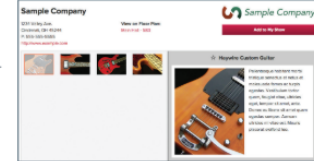
Diamond Package: \$3,000

- Includes the Platinum Package
- **4 video panels (for a total of 8 display panels)**
- Online booth is highlighted with a corner peel
- Priority placement at the top of all online searches (Featured Exhibitors)
- Content automatically appears in the mobile app

Purchase any package, and receive a 50% discount on an ad in the NACS Show Onsite Guide (up to a \$3,500 value).

Product Spotlight: +\$500

- **Diamond Package Required**
- **Showcase your product image or video on the Exhibitor Directory home page**
- Live link directs attendees to your company's listing
- Limited to the first 28 exhibitors



Mobile App

- 9,024 Downloads
- 101,284 Launches
- Learn more [here](#).

To advertise, contact:

Trent Hoffman, Exhibitor Advertising Manager
(513) 527-8848 / thoffman@mapyourshow.com

OFFICIAL NACS SHOW MOBILE APP

Don't miss the opportunity to feature your company on the official NACS Show mobile app. Put your brand in the hands of attendees as they navigate the Show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to the thousands of attendees.

Official App Sponsor: \$15,000

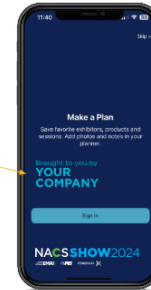
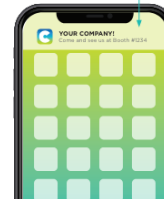
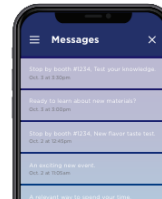
SOLD

- **Branding** on the splash/loading screen
- **Up to 3 rotating banners** placed at the bottom of the various main content pages
- **Banners link to your mobile listing for lead capture** (must be jpg or gif files, sized at 1080 x 169 pixels; we'll shrink to fit various screen sizes)

Messaging Alerts: \$2,000 each

HUNTER CLUB EXCLUSIVE OFFER THROUGH May 31, 2023

- **Message alerts are pushed based on a scheduled date/time**
- **4 messages available each day** (except day three; 10 messages total)
- **Message consists** of a subject, short description, and full length message:
 - **Subject:** 20 characters
 - **Push Notification:** 60 characters
 - **Full Length Message:** Unlimited (although we recommend clear and concise)



Cool New Products Preview Room

- High visibility. 300+ products
- Exclusive Buyer Previewing Hours
(11 total hours before Expo)
- Product scanning. Reverse lead retrieval. Booth traffic driver.
- Avg. 40+ leads per product

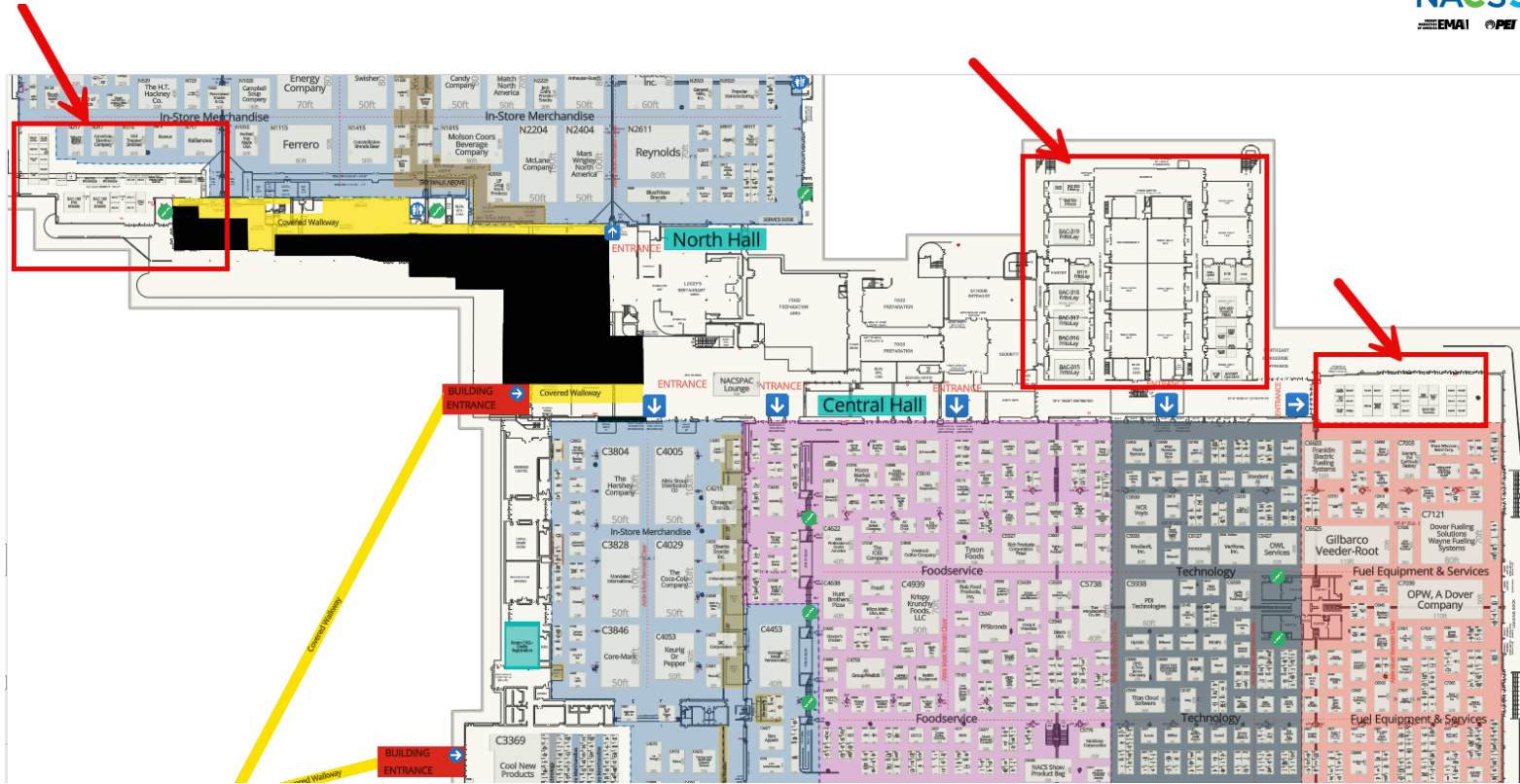


Business Appointment Centers

- Meeting Space conveniently located in the Expo Hall.
- Open ceiling, semi-permanent structure with a door for privacy.
- 3 Day, Daily, and Half-Day Rentals available. Open before, during, and after expo hours.
- *Furnished. Rates vary based on size and rental duration.
 - **Hunter Club companies receive upgraded furniture.*



www.nacsshow.com/BAC



NACS Show Services

Function Space

- Event space at a hotel property within the NACS official housing block.
- 35+ properties available.
- Requests must be approved by NACS to ensure they do not conflict with official NACS programming.
- Submit a request [here](#).

Function Space requests will NOT be approved if they conflict with the official NACS events listed below

Event start times must begin 30 minutes after the conclusion of official NACS Show programming. Event end times must conclude 30 minutes in advance of NACS Show programming. This allows for travel time.

Monday, October 7

General Session | 3:45 pm – 5:00 pm
NACS Show Kick Off Party | 5:30 pm – 7:00 pm
Board of Directors & Past President's Dinner | 7:00 pm - 10:00 pm

Tuesday, October 8

General Session | 10:30 am - 11:45 am
Expo | 11:30 am - 5:30 pm

Wednesday, October 9

General Session | 10:30 am - 11:45 am
Expo | 11:30 am - 5:30 pm

Thursday, October 10

General Session | 8:00 am - 9:00 am
Expo | 9:00 am - 1:30 pm

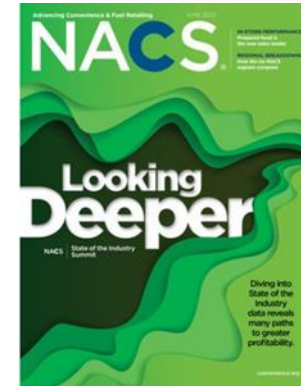
NACS Show Services



NACS Official Publications

- NACS Magazine
- NACS Show Onsite Guide
- Official NACS Show Daily

2024 NACS Show Marketing



NACS Show Publication Deadlines and Special Offers

- **NACS Magazine's October NACS Show Issue**: space deadline- Aug. 26, materials due- Sept. 5
- **NACS Show Onsite Guide**: space deadline- Aug. 19, materials due- Aug. 26
- **NACS Show Daily Newspaper**: space deadline: Aug. 26, materials due-Sept. 3

Special NACS Show Marketing Offers:

- Place an ad in NACS Magazine (Sept./Oct./Nov.) and receive 50% off same size ad in the **NACS Show Onsite Guide** and/or the **NACS Show Daily Newspaper**
- **New Exhibitor Special Offers** : Discounts on CNP advertising & NACS Show Product Bag
- **CNP Preview Room Exhibitor Specials**: Discounts on CNP advertising & NACS Show Product Bag

Freeman

General Services Contractor

Dave Bracewell

Ron Bahr



Exclusive Services

- Material Handling/Freight
- Product Storage (cold/frozen/dry) and show site delivery
- Electrical/Utilities
- Cleaning – vacuuming & porter service
- Rigging and Sign Hanging
- Forklift Labor



Other Services

- Furniture Rental
- Carpet Rental
- Display Labor
- Rental Exhibits
- Hanging Sign
- Graphic Production
- Transportation
- Exhibit Storage
- Exhibit Fabrication
- AV Rental



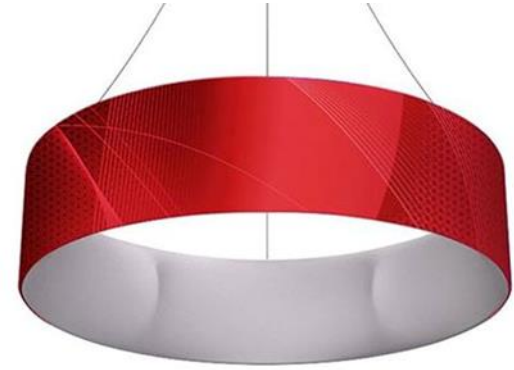
THINGS TO KNOW

- Review the [Exhibitor Bill of Rights](#)
 - What you and your booth staff can and cannot do during installation and dismantle
- Two service desk locations
 - Central Hall in the tunnel near booth C4618 Broaster Company
 - North Hall - SE corner near booth N3005 Republic Brands
- Targeted show floor – assigned dates for freight shipments (more details following)

**Take advantage of
discount rates, send
orders in early!!! 11:59
PM Eastern Sept 6, 2024**

Hanging Signs

- First items installed during move-in.
- Ship to advance warehouse to expedite installation.
- Include details on rigging order (how it should be installed, orientation, etc.).
- Hanging Sign Approval Process



Targeted Move-In

- Targeted Move-in Floor Plans
 - Central Hall
 - North Hall
- *All exhibitors are assigned a freight “target” for orderly move-in (~5M lbs of freight!)*
- Target is freight arrival date, not date required to set-up
- Largest island booths 1st, 10x10 will be LIFO
- Common carriers vs direct van lines
- Ship to Advance Warehouse

Advance Warehouse vs. Direct to Show Site

Advance Warehouse

- Deadline: **September 26 at 7:00 am PST**
- Do not ship:
 - Freight requiring refrigerated or frozen storage
 - Uncrated freight
 - COD Shipments
 - Hazardous materials
- Certified weight tickets required
- Tracking encouraged
- [Advance Warehouse Shipping Labels](#)

Show Site

- Shipments accepted starting **October 3**
- Shipments requiring refrigeration and frozen storage are accepted – **Don't forget to order storage needed!**
- Certified weight tickets required
- Tracking encouraged
- [Show Site Shipping Labels](#)



Lead Retrieval Services

Dink Edwards
LEAD SPECIALIST
EXHIBITOR SERVICES

Lead Retrieval

MEASURING EXHIBITOR ROI

- Maritz's Lead Retrieval Services provides a wide variety of lead retrieval products such as the RT2000, Tablet or SWAP app for your mobile device.
 - Handheld Badge Scanner (RT2000) – Good for busy booths that require shared devices
 - Tablet – Android Tablet which uses camera as scanning mechanism
 - SWAP – Mobile app that you can download on your own personal smart device.
- All data can be accessed in real-time through your own personal exhibitor portal.
- [The Basics](#)



Lead Retrieval

Every Lead Choice Allows you to:

- Gather Data from Attendee badges
- Rank Leads
- Provide Custom Surveys
- Add Notes to Leads
- Access & download data from your secure Portal
- Scan Leads with or without data connection
- View & Edit Data in real time

What's NEW with our Badge Scanning Services:

- Printers Pair 1:1 with all Lead Solutions
- Copy over Surveys from previous years
- Business Card Scanning

Maritz Global Events

Which Solution is Right for Your Booth?



SWAP

- 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 collateral through email
- Printers pair 1:1 with each SWAP mobile device



Handheld Scanner (RT2000)

- High speed
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device



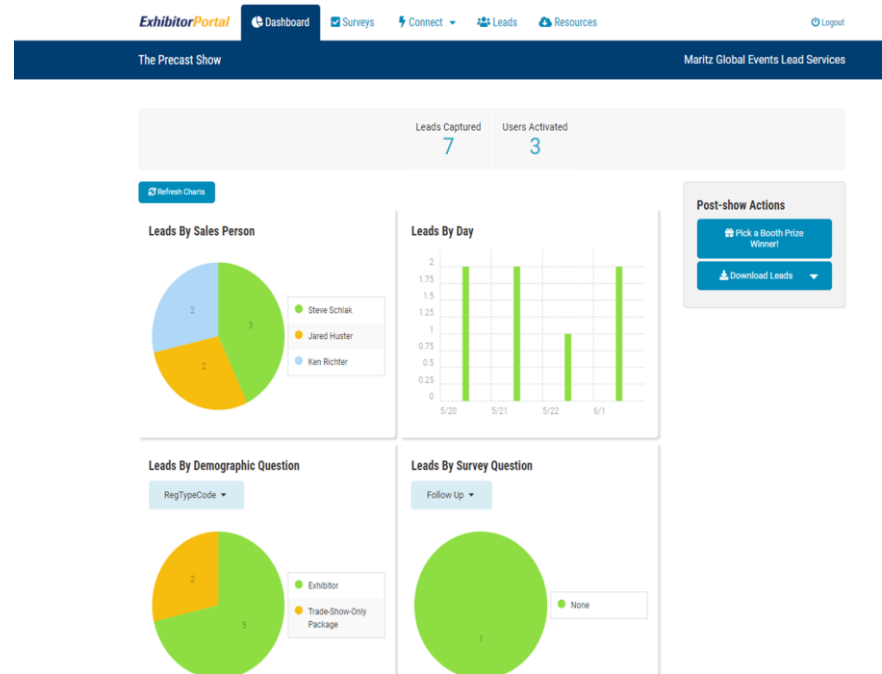
Tablet (Android Device)

- 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

Lead Retrieval

Navigating the Lead Retrieval Portal

- [The Portal](#) is where all generated Leads are stored.
- View the below short video resources for assistance:
 - [Placing Your Order](#)
 - [Navigating the Portal Pre-Show](#)
 - [Navigating the Portal Post-Show](#)



Lead Retrieval

- [Access the Ordering Form.](#)
- Maritz Exhibitor Sales Representatives will be conducting phone and email outreach regarding lead retrieval and placing an order.
- Orders may be placed via:
 - The [Ordering Form.](#)
 - Maritz's [Lead Retrieval Portal.](#)
 - A Maritz exhibitor service and sales representative.

NACSSHOW 2024
 October 8-10, 2024 | Las Vegas, NV
 Choose the solution that will *instantly* capture contact & demographic data
 See page 2 for our enhanced product descriptions.



LEAD RETRIEVAL OPTIONS (not taxed)	on or before 7/30/24	from 7/31/24 to 9/10/24	after 9/10/24	number of units	TOTAL
SWAP* Mobile App Badge Scanner <small>(Up to 3 users)</small>	\$ 425	\$ 475	\$ 499		\$
Add SWAP* Mobile App Users* to any featured products after purchase of initial lead option	\$ 149 each				\$
Subtotal A					\$
LEAD RETRIEVAL OPTIONS					
Handheld Badge Scanner	\$ 475	\$ 525	\$ 575		\$
Tablet Badge Scanner	\$ 475	\$ 525	\$ 575		\$
Bluetooth Printer <small>Order 1:1 for all SWAP Mobile Users, Handheld Scanners and Tablets purchased</small>	\$ 100	\$ 125	\$ 150		\$
ADDITIONAL SERVICES					
Developer's Kit (Real Time Data Services) <small>Click here for more information</small>		\$ 850			\$
Survey Setup (up to 5 questions)		\$ 99			\$
Delivery of Reader to Booth <small>(Post show pickup not available)</small>		\$ 125			\$
Subtotal B with 8.38% tax applied**					\$
Add Subtotals from A & B from fields above					\$
Processing Fee***					\$ 9.99
FINAL TOTAL					\$



Your Lead Retrieval Order Confirmation will be emailed to you.

Note: All equipment must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

TERMS AND CONDITIONS:
Purchase Orders are not accepted.

All orders cancelled prior to 30 days of the show will incur a \$100 cancellation fee. Orders cancelled within 30 days of the show will not be refunded.

Leads captured through badge images and handwritten badge ID's are available for upload within 14 days post-event, and are subject to a data services fee.

Click [here](#) for additional Terms and Conditions

* Additional SWAP User Licenses pricing applies to singular booths only. If you are part of a pavilion, please contact Exhibitor Services.

** Taxable items and rates vary among states and are subject to change. Please call for exact quote.

*** Processing fee waived when order is placed using company's online lead portal.

Maritz



Contact Maritz

Exhibitor Services Customer Service

Office: (877) 623-3487

Email: exhibitorservices@maritz.com

Sodexo Live!

Catering

Exclusivity

Learn more [here](#).

Food and Beverage Sampling Policy and Guidelines

Sodexo Live! is the exclusive food and beverage provider at the Las Vegas Convention Center and is looking forward to serving all your catering needs. As such, Sodexo Live! is responsible for the safety of all food and beverage consumed, prepared and dispensed on property. At times, specific business needs will require an exception to this exclusivity therefore the following guidelines have been provided.



Any questions regarding the sampling form, please contact Food & Beverage at 702.943.6779

- ✓ Outside food and beverage is prohibited unless the exhibitor is the owner, manufacturer or distributor of the product. All sampling food and beverage must be approved by Sodexo Live! and forms submitted no later than the posted catering deadline date. This includes, but is not limited to, bottled water, bags of ice, alcoholic or non-alcoholic beverages, crew meals and packaged snacks etc.
- ✓ Food preparation using heating/kitchen services must be disclosed to Sodexo Live! and the Las Vegas Convention Center's Fire Prevention Team by the catering deadline (refer to exhibitor kit for exact date). All heating elements are subject to approval. A description of size/equipment/processing procedure is required.
- ✓ Exhibitors wishing to sample alcoholic beverage products must contact Sodexo Live! for approval and procedures to be compliant with specific local laws and policies. A Sodexo Live! bartender is required
All additional alcohol must be purchased through Sodexo Live!
- ✓ Southern Nevada Health District requires a Hand Washing Sanitation Kit when preparing or distributing unwrapped sampled product. You may provide your own kit or purchase one through Sodexo Live! *{see page 2}*
- ✓ A certificate of insurance naming both Sodexo Live! and the LVCVA as additionally insured is also required and must be submitted to your Catering Representative to include:
 - General liability (\$1,000,000)
 - Workers Comp (\$1,000,000)
 - Address: 3150 Paradise Rd. Las Vegas NV 89109
- ✓ Cash handling and point of sale food and beverage transactions not operated by Sodexo Live! are not permitted. Order taking is permitted.*
- ✓ The Southern Nevada Health District considers the use of CBD/THC oil in food & beverage to be an adulterant, which is prohibited.

***Thank you for your attention to the above guidelines.
It is our pleasure to serve you!***
**Please contact your Catering Sales Representative for more information.*

Catering

Sampling

- Food: 2oz
 - Non-Alcoholic Beverage: 3 oz
 - Beer: 5 oz
 - Wine: 2 oz
 - Spirits: 1 oz
-
- Complete the [Sampling Form](#) on Page 4.



Hand Washing/Sanitation Kits

- Required if you are sampling food and/or beverage.
- Learn more [here](#).

SOUTHERN NEVADA HEALTH DISTRICT (SNHD)

The SNHD will inspect every booth each day of the event. It is imperative that every area, booth, or room where food preparation, food/beverage is demonstrated or sampled that is not completely sealed or not in package form **MUST** have a SNHD sanctioned sanitation hand wash kit. These can be rented from Sodexo Live! at \$150+ state tax each. Must have order/request for kits to Sodexo Live! no less than (21) twenty-one business days prior to the first day load in.

Guests can provide their own but must meet the SNHD mandate. See photo of approved kit by SNHD.



Please email inquiries to exhibitorcateringlvcc@sodexo.com

Catering

Ice

- Pre-order available. Contact Sodexo at exhibitorcateringlvcc@sodexo.com
(Highly recommended! Avoid long lines.)
 - Onsite Pick Up:
 - 16 pound bag for \$30
- CENTRAL HALL:**
- Lucky's Restaurant
 - Market Fresh (Tunnel C3)
 - Quiznos (Blockhouse C4)
- NORTH HALL:**
- Vegas Street Eats (N1)
 - Fremont Grill (N4)



One More Thing...

How to Improve NACS SHOW Lead Quality & Conversion

Jefferson Davis

July 16, 2024 2:00 – 2:45 pm ET

This webinar 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.

- Free interactive workbook
- Follow up with speaker via email

[Register Here](#)

HOW TO IMPROVE NACS SHOW LEAD QUALITY & SALES CONVERSION

Increase your exhibiting ROI!

Trade show expert, Jefferson Davis, will discuss how to improve your lead qualification process to generate information-rich, high-quality, committed next action leads.

He will also share strategies for improving lead follow-up to increase post show sales conversion.



Presented by:
Jefferson Davis
Competitive
Edge Training

 **Tuesday, July 16**
 **2:00 - 2:45p EDT**

NACSSHOW2024

ENERGY
MARKETERS
OF AMERICA **EMA** | **PEI** | **CONEXXUS** **X**

Thank you for attending!