

NACS Show Convenience Catalyst Showcase Requirements & Specifications

Eligibility

To be eligible for the Convenience Catalyst showcase, a product must be new since **October 6, 2023**; or a product must be from a company that is new to the NACS Show this year.

A product must also fit the following criteria:

- **Maximum display dimensions:** 18" W x 18" D x 12" H
- **Product weight.** Enclosed shelf capacity is 13 lbs.
- Electricity will not be provided.

If your product does not meet the criteria, contact Nicole: nwalbe@convenience.org.

Product Details

(reservation and product details deadline: **July 15**)

Provide the following product details for the scan card that will be displayed with your product. Retailers that scan your display will receive the details you provide. All details should be submitted via a link provided by NACS. 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.
- **Logistics contact.** Name, email, and cell phone of the person who will be responsible for your display at the tradeshow.
- **Shipment tracking information.** Please provide shipment tracking information when available.

Product Quantities and Delivery

(product delivery deadline: **TBA September**)

- **Products will be sent to NACS headquarters in Alexandria, VA.**
- NACS will supply special labels and instructions for delivery of product after payment is received.
- NACS strongly recommends using a reputable mail service with package tracking options.
- Products not received by the deadline will not be displayed.

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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.

- NACS is not responsible for the loss, theft or damage of products sent for the Convenience Catalyst showcase.
- There is no sampling of product in the showcase.
- Perishable products must be displayed in its packaging.

Post-Show Procedures

Products will be on display until the end of the NACS Show on Thursday, October 10.

- All products displayed will be discarded.
- NACS will not ship product samples back to your company after the NACS Show.
- Preview Room leads will be delivered real-time to your exhibitor dashboard.
- Images of the Convenience Catalyst showcase will be sent to participating companies after the NACS Show.