

# NACSSHOW2018

PMIA PEI CONEXXUS

# SELL

Showcase new products  
Build your brand  
Maximize your investment

Las Vegas  
Convention Center /  
October 7-10

# COMPETE



# THOUSANDS OF BUYERS ME TO THE NACS SHOW.



Whatever your marketing objectives,  
we have solutions  
to move you forward!

Find ideas, discover new products and develop profitable business connections.

You can make the most of your exhibiting investment by marketing your company and your new products to our dynamic buying audience.

**Las Vegas / Oct 7-10**  
**Las Vegas Convention Center**

## Contact your NACS Advertising Rep today:

**Stacey Dodge**  
Advertising Director/Southeast  
(703) 518-4211  
sdodge@convenience.org

**Jennifer Nichols**  
National Advertising Manager/Northeast  
(703) 518-4276  
jnichols@convenience.org

**Sandy Smith**  
National Sales Manager/West-Midwest  
(703) 518-4277  
ssmith@convenience.org

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**Build awareness**

Reach thousands of potential buyers

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**Drive booth traffic**

Gain immediate attention

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**Launch new products**

Debut your next product

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**Close sales**

Get your prospects to sign on the dotted line

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**Top-line marketing solutions**

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**Freesources**



# Build awareness

## Capture their attention!

The average NACS Show buyer says they plan to spend about \$19.4 million over the next year, based on what they see at the Show.

Increase your pre-Show visibility directly to the buyers attending the Show with these NACS Magazine advertising opportunities:

- August NACS Show First Glimpse Issue
- September Pre-NACS Show Issue

## NACS Show Online Mobile Directory

The only complete resource for exhibitor information that's updated in real time — **before, during and after the Show!**

Attendees use the exhibitor directory and MyShow Planner to find new products and suppliers while planning their NACS Show schedule.

Packages to enhance your listing that include lead generation are available for every budget.





# Drive booth traffic

**LOOK FOR** the “Official 2018 NACS Show Publication” logo to ensure your ad gets the best onsite visibility.



## Onsite Visibility Package

**Looking for ways to drive booth traffic to increase sales at this year’s NACS Show?** Gain the immediate attention of attendees and see the difference of advertising in the Official NACS Show Publications.

Purchase a full-page ad in *NACS Magazine’s* October NACS Show issue and receive 50% off a full-page ad in the *Official NACS Show Daily Newspaper* and the *NACS Show Onsite Guide*.



# Launch new products

You're looking to introduce a new product into the convenience channel, and the NACS Show is the ideal place for its debut. In 2017, retailers generated 20,000 scans in the popular Cool New Products Preview Room.



## Preview Room

**Cost: \$750-\$1,700** (Exhibitors Only)

Attendees use hand-held scanners to capture product details. Preview Room exhibitors receive a list of all attendee leads for their product post-Show.

**Attention First Time Exhibitors!** NACS is offering FREE Preview Room space to the first 25 new exhibitors to apply. Visit [nacsshow.com/cnp](http://nacsshow.com/cnp) for details.

**Sales will open in June.**

Order at [nacsshow.com/cnp](http://nacsshow.com/cnp) or contact Nicole Walbe at [nwalbe@convenience.org](mailto:nwalbe@convenience.org) or (703) 518-4229.

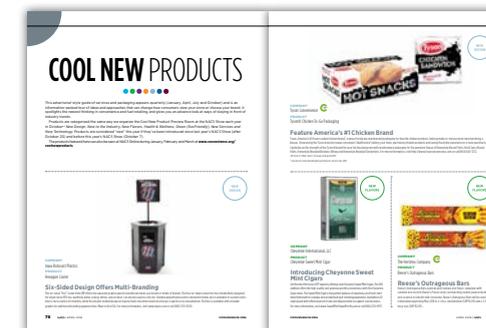
## Cool New Products Preview Room Package

25% savings

Available to Cool New Products Preview Room exhibitors: A **Quarter-page ad \$900** net investment (\$1,200 value) or a **Half-page ad \$1,500** net investment (\$2,000 value)!

**Cool New Products Guide Ad** in NACS Magazine's October NACS Show issue.

Each ad is also included in the online version of the Cool New Product Guide located at [convenience.org](http://convenience.org) for 3 months (Oct/Nov/Dec).





**Close sales**

**NACS Show Business Appointment Centers** provide convenient and private space to host meetings with retailers during the Show. Share your expo specials with buyers pre-Show and make your final pitch post-Show with **Attendee Lists**.

**Take this opportunity to make presentations, negotiate contracts and entice your prospects to sign on the dotted line before you leave Las Vegas.**

**Contact  
Jessica Rowe**  
jrowe@convenience.org  
(703) 518-4289

# Business Appointment Centers

**NACS Business Appointment Centers (BACs)** are blocks of rooms near the expo designed exclusively for NACS Show exhibitors. Host meetings, make presentations, negotiate contracts and do anything else to help maximize time at the NACS Show. Access to the BAC is available before, during and after expo hours.

	Small Rental <b>\$1,800</b>	Medium Rental <b>\$3,300</b>	Large Rental <b>\$6,300</b>	Ex Large Rental <b>\$8,500</b>
Open ceiling, semi-permanent room with a door for privacy	✓	✓	✓	✓
Company Identification sign	✓	✓	✓	✓
Carpet	✓	✓	✓	✓
Wastebasket	✓	✓	✓	✓
1 conference table with 6 chairs	✓			
2 conference tables with 12 chairs		✓		
4 conference tables with 24 chairs			✓	
6 conference tables with 36 chairs				✓

**Hours:** Sun., Oct. 7: 2 pm – 6 pm; Mon., Oct. 8: 7:30 am – 6 pm; Tues., Oct. 9: 7:30 am – 6 pm; Wed., Oct. 10: 7:30 am – 1:30 pm

## NACS Show Attendee Lists

**Cost: \$450-\$1,000**  
(Pre- and Post-Show; Exhibitors Only)

Learn more: [nacsshow.com/exhibitorportal](http://nacsshow.com/exhibitorportal)

# Top-line marketing solutions

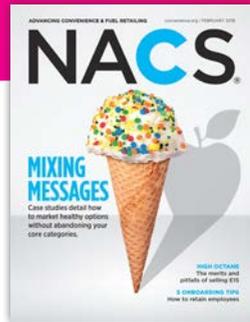
## Print NACS Magazine

**Cost: \$4,462.50** net per full-page ad. Special combo rates available.

- August NACS Show First Glimpse Issue
- September Pre-NACS Show Issue
- October NACS Show Issue
- November Post-NACS Show Issue

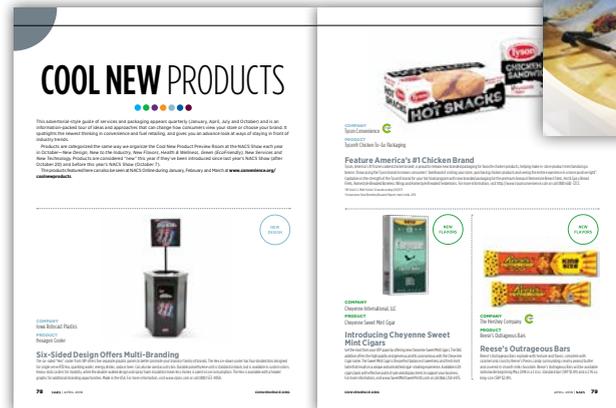
## NACS Magazine Cool New Products Guide "Show Issue"

**Cost: \$1,200** per quarter-page ad, **\$2,000** per half-page ad



## Ideas 2 Go ads

**Cost: \$3,927** (Exhibitors Only)



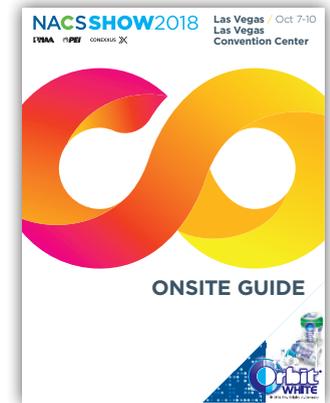
## The Official NACS Show Daily Newspaper ads

**Cost: \$3,250-\$20,000** (Exhibitors Only)



## NACS Show Onsite Guide ads

**Cost: \$1,750-\$16,100** (Exhibitors Only)



## Digital Media convenience.org banner ads

**Cost: \$475-\$1,950**/two-week period based on ad size

## NACS Daily e-Newsletter Banner Ads

**Cost: \$1,100-\$4,950**/month based on ad size and availability

## NACS Show Daily e-Newsletter Cool New Products Ads

**Cost: \$500** (Oct. Cool New Product Guide Advertisers Only)

## Product Sampling NACS Show Product Bag

**Cost: \$2,500** (Exhibitors Only) upon availability after May 1

Distributed to the first 3,000 retailers. Includes product sample, flyer or promo item, logo on onsite signage and listing of company logo, product and booth number inside the bag.



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jnichols@convenience.org

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West-Midwest  
(703) 518-4277  
ssmith@convenience.org

# Freesources



NACS Show 2018



## Social Media

Connect with NACS and tell NACS Show attendees why they should visit your booth; **share news on products, celebrity appearances, special deals and more.**



Facebook

5,256 likes

Twitter

9,794 followers

LinkedIn

14,649 members

Instagram

892 followers

## Exhibitor Directory Listing

Three out of four attendees have already decided which exhibitors they want to see before they even get to the Show. **How will you ensure your booth is on their must-see list?** Make it easy for thousands of NACS Show buyers to find your products and services before, during and after the NACS Show by adding your company's profile to our Exhibitor Directory. Your personalized listing will appear on [nacsshow.com](http://nacsshow.com), in the official onsite *NACS Show Program & Directory* and in the NACS Show Mobile App for on-the-go access.

**Get the details** and upload your listing today at [nacsshow.com/exhibitorportal](http://nacsshow.com/exhibitorportal).

## NACS Show Online Directory and Mobile App Listing

Put your brand in the hands of retail buyers, wholesalers and distributors with decision-making authority as they navigate the expo onsite with the official NACS Show Mobile App. A complimentary basic listing in the app is available to all exhibitors. **Login to the exhibitor portal ([nacsshow.com/exhibitorportal](http://nacsshow.com/exhibitorportal))** to upload your company logo, product images and descriptions, press releases and videos.

### Need help?

Email your questions to [support@mapyourshow.com](mailto:support@mapyourshow.com) for support.

## NACS Ambassadors

Become a NACS Ambassador and connect with your customers. Volunteers cheerfully greet and assist attendees in finding their way around the convention center. Companies that participate in NACS Ambassador activities receive special recognition:

- **Your company logo** is placed on the NACS Ambassador Recognition Board in a high-visibility area in the convention center.
- **NACS Ambassador companies** are recognized in the *NACS Show Program & Directory*.

### Build your brand and be noticed.

To volunteer, go to [www.nacsshow.com/ambassadors](http://www.nacsshow.com/ambassadors) or contact Kym Selph at [kselph@convenience.org](mailto:kselph@convenience.org) or (703) 518-4267.

**NACS**  
1600 Duke Street  
Alexandria, VA 22314

Visit [nacsshow.com/marketing](http://nacsshow.com/marketing) to  
explore your options!



**NACSSHOW.2018**

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