

# NACSSHOW2024

ENERGY MARKETERS OF AMERICA **EMAI** **PEI** CONEXXUS **X**

**Las Vegas** | Las Vegas Convention Center  
Event and Programs: October 7-10, 2024  
Expo: October 8-10, 2024

## 2024 Preliminary Schedule\*

### MONDAY, OCTOBER 7

7:30 am - 5:30 pm Registration  
10:00 am - 5:30 pm Cool New Products  
Preview Room | *Retailers Only*  
12:00 pm - 3:30 pm Educational Sessions  
3:45 pm - 5:00 pm Opening General Session  
5:30 pm - 7:00 pm Kickoff Party

### TUESDAY, OCTOBER 8

7:30 am - 5:30 pm Registration  
8:00 am - 11:30 am Cool New Products  
Preview Room | *Retailers Only*  
8:00 am - 10:15 am Educational Sessions  
10:30 am - 11:45 am General Session  
10:30 am - 5:30 pm EXPO | *New Exhibitor Area ONLY*  
11:30 am - 5:30 pm EXPO | *All Exhibits*  
11:30 am - 5:30 pm Cool New Products  
Preview Room

### WEDNESDAY, OCTOBER 9

7:30 am - 5:30 pm Registration  
8:00 am - 5:30 pm Cool New Products  
Preview Room  
8:00 am - 10:15 am Educational Sessions  
10:30 am - 11:45 am General Session  
10:30 am - 5:30 pm EXPO | *New Exhibitor Area ONLY*  
11:30 am - 5:30 pm EXPO | *All Exhibits*

### THURSDAY, OCTOBER 10

7:30 am - 1:30 pm Registration  
8:00 am - 1:30 pm Cool New Products  
Preview Room  
8:30 am - 9:30 am General Session  
9:00 am - 1:30 pm EXPO | *New Exhibitor Area and Main Exhibits*

\*Schedule subject to change.

Please visit [www.nacsshow.com](http://www.nacsshow.com) for updates.

## Become a NACS Member and Save!

NACS supplier members **save \$1,400 per 100 sq. ft. on booth space**, receive priority booth selection and exclusive Show marketing discounts.

To learn more about the additional benefits of NACS supplier membership, visit:  
[www.convenience.org/suppliermembership](http://www.convenience.org/suppliermembership)

or contact:

**Nicole Walbe**  
[nwalbe@convenience.org](mailto:nwalbe@convenience.org)  
(703) 518-4229

**Siara Corprew**  
[scorprew@convenience.org](mailto:scorprew@convenience.org)  
(703) 518-4288

## 2024 Exhibit Hall Hours

### Tuesday, October 8

10:30am - 5:30pm (New Exhibitor Area)  
11:30am - 5:30pm (Main Exhibits)

### Wednesday, October 9

10:30am - 5:30pm (New Exhibitor Area)  
11:30am - 5:30pm (Main Exhibits)

### Thursday, October 10

9:00am - 1:30pm (All Exhibits)

## Exhibitor Move-In/Move-Out

**Move-In:** October 3 - 7, 2024. The NACS Show has a targeted move-in schedule. All exhibitors will be assigned a date and time. Details will be provided in the Exhibitor Service Kit in July.

**Move-Out:** October 10 - 12, 2024. Dismantle of exhibits begins no earlier than 1:30 pm on October 10. All exhibitor freight must be removed by 4:00 pm on October 12, 2024.

Visit [www.nacsshow.com/exhibit](http://www.nacsshow.com/exhibit) for contact information of NACS and PEI exhibit sales representatives.

# Who attends the NACS Show?

Data represents buyers only / Data based on most recent NACS Show 2023

**34%** Senior Management

Marketing/Merchandise/  
Category Management **29%**

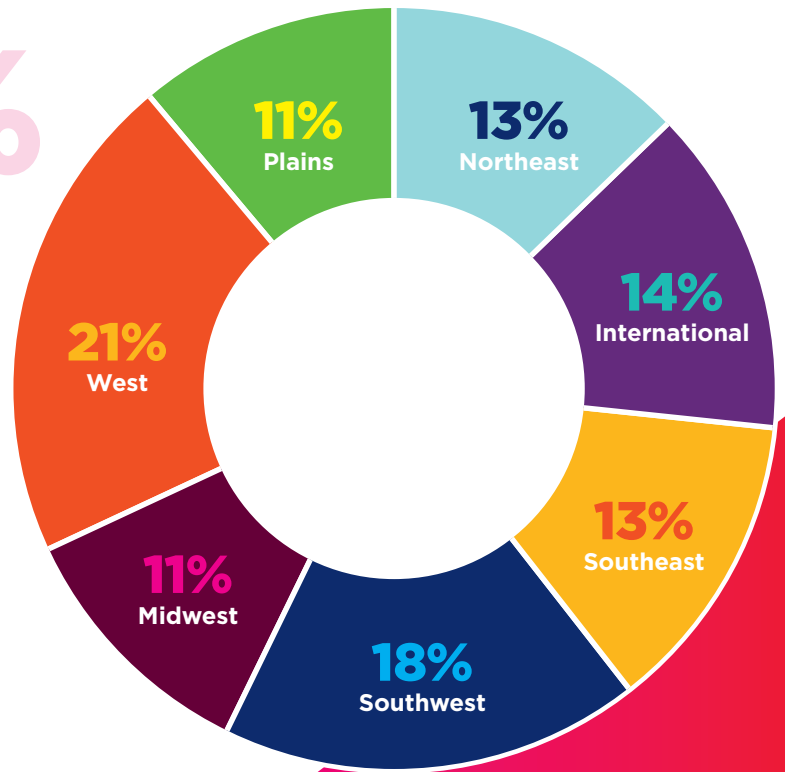
**31%** Store Operations/Facilities

Technology **6%**

**8%** Franchise Operation

More than **1261** exhibiting companies showcased their products at the sold out 2023 NACS Show.

Visit [www.nacsshow.com/exhibitors](http://www.nacsshow.com/exhibitors) to see the full list.



2023 NACS Show attendees came from all **50** states and **54** foreign countries.

## ROI

### Retailers of Influence

#### Top 20 Retailers Attending the NACS Show

7-Eleven  
Alimentation Couche  
Tard Inc.  
Casey's General  
Stores, Inc.  
EG Group (U.S. HQ)

Global Partners Lp/  
Alliance Energy Group  
GPM Investments LLC  
Kum & Go LC  
Kwik Trip  
Love's Travel Stops &

Country Stores Inc.  
Maverik Inc.  
Military  
Murphy USA Inc.  
Pilot Co.  
QuikTrip Corp.

RaceTrac Petroleum  
Sheetz  
Stewart's Shop Corp.  
United Pacific  
Wawa Inc.  
Yesway

## Booth Fees

- **For NACS and PEI members:**  
\$38 per square foot
- **For non-members:**  
\$52 per square foot
- **NACS Supplier Membership Fee:**  
\$1,350.00 per year Membership with NACS and/or PEI must be maintained through November 2024 to qualify for the member booth rate.

## Booth Package

- **High draped back wall** (8 ft.), and 3 ft. high draped side rails (in-line booths only)
- **Booth id sign** (in-line booths)
- **A complimentary company listing** in the online, mobile, and printed Exhibitor Directory.
- **Three (3) badges for booth personnel** per 100 sq.ft. reserved providing access to the exhibit hall for setup, show hours, and dismantle. **Note: Booth floor covering is mandatory and must be provided by the exhibitor (not included in the booth fee).**

## Display Guidelines

A complete list of booth display guidelines for various booth layouts, hanging sign height restrictions, and truss height requirements can

be downloaded and viewed at [www.nacsshow.com/displayguidelines](http://www.nacsshow.com/displayguidelines).

## How Booth Space is Assigned

NACS Show exhibit space is assigned in "Priority Point" order. Only NACS and PEI Members will qualify for Priority Point selection (January - May 2024). Priority Groups have been created for booth selection. Qualifying exhibitors will select within their assigned group based on priority points accumulated. Point totals and Priority Groups were communicated to member companies in December 2023 to designated tradeshow and key contacts of member companies. Visit [www.nacsshow.com/exhibit](http://www.nacsshow.com/exhibit) for the most current information.

## Accumulation of Priority Points

Point accumulation is based on NACS and PEI membership and exhibitor engagement since 2004. The Priority Points reward loyal exhibitors and members of both organizations with weighted emphasis on membership and tradeshow participation. For more details, go to [www.nacsshow.com/prioritypoints](http://www.nacsshow.com/prioritypoints).

## Submitting an Application

Applications must be submitted online. Access to the application will be granted based on current membership status and priority points earned. For additional details and floor plans, go to [www.nacsshow.com/exhibit](http://www.nacsshow.com/exhibit)

Any exhibitor that misses its assigned Priority Group application deadline will be placed at the bottom of their group for assignment, or at the top of the next group to be assigned.

After priority pre-selection and current member space assignments, exhibit space sales will open up to all suppliers (June 2024).

# New Exhibitor Area

**Our retailers asked. We answered!** Your new products and services are the #1 reason retailers from around the world come to the NACS Show. The New Exhibitor Area is designed to concentrate all of our new and exciting exhibitors into one high-traffic, high-energy, can't-miss area of the exhibit hall.

The New Exhibitor Area features extra benefits like extended show floor hours, a dedicated entrance and plenty of promotion and publicity to keep traffic flowing and interest strong throughout all three days of the NACS Show. If you are a new exhibitor at the NACS Show, we want your first experience to be huge success!

Space in the New Exhibitor Area is limited.

## What you get:

- **10' x 10' exhibit space**
- **Extra, dedicated exhibit hall hours**  
10:30 am - 11:30 am on October 8 (1 additional hour)  
10:30 am - 11:30 am on October 9 (1 additional hour)
- **Prominent marketing** to retailers about the New Exhibitor Area

To learn more about the New Exhibitor Area visit: [www.nacsshow.com/nea](http://www.nacsshow.com/nea)

or contact  
**Anna Serfass**  
[aserfass@convenience.org](mailto:aserfass@convenience.org)  
**703.518.4243**

**\*NACS supplier membership applies only to organizations, not to individuals within an organization. Should an individual CEO/Owner/Founder/Executive or any individual with qualifying ownership stake in an organization create a new organization, it would be considered a first-time exhibitor based on the new membership (former organization's membership cannot be transferred).**



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## If it's visibility you're looking for, look no further.

- **7,334** buyers attended the NACS Show.
- **44%** of retailers come to the NACS Show to see new products.
- Retailers spent an average of **11 hours** at the expo compared to the 9.4 all-industry average.
- **70%** of Show attendees rated their likeliness of recommending the NACS Show to a friend or colleague a 9 or higher (out of 10).
- **77%** of attendees agreed that the Show provides good value for the cost.

Source: 2023 NACS Show Attendee Survey

### Tap into the \$906.1 Billion Convenience Industry

- There are more than **150,174** convenience stores in the U.S. and they sold over **\$ 906.1 billion** of fuels and inside sales in **2022**.
- One of every 28 dollars spent in the country was spent in a convenience store in 2022.
- Convenience stores sell **80%** of gasoline in the country -- that's more than 32 million fill-ups every day.
- The U.S. convenience store industry conducts **160 million** transactions per day -- meaning that, on average, half of the U.S. population is at a convenience store every day.

Source: 2022 NACS State of the Industry Report

**77%** of exhibitors rated attendees as **high-quality leads.**

**90%** of NACS Show exhibitors cited **"Product Exposure"** as a **very influential reason** to exhibit at the 2023 NACS Show.

## CBD and Not Legal Product Statement

The NACS Show welcomes exhibitors who are selling legal products in a legal manner. NACS does not independently evaluate the legality of the products shown in the exposition but any product of which NACS becomes aware that is not a legal product or that is not being offered in a legal manner will be removed from the NACS Show.

### Not Legal Products

Marijuana-derived products, products containing marijuana, and products containing not legal substances (e.g. kratom) are strictly prohibited at the NACS Show.

### Products Containing CBD

The FDA has not approved any retail products containing hemp-derived CBD that are ingestible or that make claims of therapeutic benefit/disease treatment. The FDA therefore maintains that the sale of such products is illegal under the Federal Food, Drug & Cosmetic Act.

For additional details go to [www.nacsshow.com/CBD](http://www.nacsshow.com/CBD)

