

Convention: OCTOBER 5-8, 2010

Expo: OCTOBER 6-8, 2010

GEORGIA WORLD CONGRESS CENTER, ATLANTA, GA

nacsshow.com

One Industry. One Show: **the NACS Show**

**COME TO THE NACS SHOW AND FIND THAT ONE
IDEA THAT WILL CHANGE YOUR BUSINESS.**

This year, take your stores to a new level by experiencing all that the NACS Show has to offer. From the 80 workshops, numerous networking opportunities, dynamic general sessions and the exciting expo packed with hundreds of new products, learn how to turn your business into a profitable world-class operation.

The NACS Show is your industry's most exciting event of the year. Attendees from all over the country — and the world — come to the NACS Show to discover that one gem of an idea that can translate into operational success and financial growth. If you want to thrive and improve your business in the coming year, check out what's in store at the NACS Show, October 5 to 8 in Atlanta.

WHY THE NACS SHOW?

The NACS Show provides convenience and petroleum retailers with proven ideas and strategies that promote operational growth, attract new customers, build brand awareness and improve the industry's bottom line.

According to Exhibit Surveys Inc. the NACS Show has the highest percentage of attendees with net buying influence, also known as "buying power" (97 percent). In addition, the NACS Show ranks second among all U.S. trade shows in terms of total buying plans, a measure that looks at the likelihood of a purchase.

Retailers come to the NACS Show to:

- See new products and developments
- Make business contacts
- Attend educational workshops
- Network and meet new people in the industry

And with more than 36,000 convenience stores in the southeast region, Atlanta is a prime destination for the NACS Show. Register today at nacsshow.com.



**Super Saver
deadline ends
August 13**
Register today at
[nacsshow.com!](http://nacsshow.com)



PRELIMINARY SCHEDULE

Tuesday, October 5

7:30 am – 5:30 pm	Registration
7:30 am – 6:00 pm	Cool New Products Preview Room (Retailers Only)
8:00 am – 4:00 pm	NACS Center
12:00 pm – 5:30 pm	NACSPAC Lounge
12:00 pm – 6:00 pm	International Lounge
1:30 pm – 3:45 pm	Workshops
3:15 pm – 5:00 pm	NACS Board of Directors/Retail Member Meeting
4:00 pm – 5:00 pm	Workshops
5:15 pm – 6:00 pm	New Member Welcome Reception (Ticketed Event)
6:00 pm – 7:30 pm	Welcome Reception (Ticketed Event)

Wednesday, October 6

7:30 am – 5:30 pm	Registration
7:30 am – 12:00 pm	Cool New Products Preview Room (Retailers Only)
7:30 am – 6:30 pm	International Lounge
8:00 am – 5:30 pm	NACS Center
8:00 am – 6:00 pm	NACSPAC Lounge
8:00 am – 10:15 am	Workshops
10:30 am – 11:45 am	Opening General Session: Featuring Stew Leonard Jr.
12:00 pm – 6:00 pm	Cool New Products Preview Room Expo
12:00 pm – 5:30 pm	NACSPAC Live Auction & Party (Invite Only)
6:00 pm – 10:30 pm	

Thursday, October 7

7:30 am – 5:30 pm	Registration
7:30 am – 6:00 pm	Cool New Products Preview Room (All Attendees)
7:30 am – 6:30 pm	International Lounge
8:00 am – 5:30 pm	NACS Center
8:00 am – 6:00 pm	NACSPAC Lounge
8:00 am – 9:00 am	Workshops
9:30 am – 10:45 am	General Session: A Tale of Two Retailers
11:00 am – 11:45 am	General Session: Featuring "Ideas 2 Go"
12:00 pm – 5:30 pm	Expo

Friday, October 8

7:30 am – 1:30 pm	Registration
7:30 am – 1:30 pm	Cool New Products Preview Room (All Attendees)
7:30 am – 1:30 pm	International Lounge:
8:00 am – 9:00 am	Closing General Session Featuring George W. Bush
8:00 am – 1:30 pm	NACS Center
8:00 am – 1:30 pm	NACSPAC Lounge
9:00 am – 1:30 pm	Expo NEW HOURS!

Seen Through the Eyes of Retailers



The NACS Show is an incredible collection of new products, workshops and networking opportunities. But at its core, it's really a place where retailers come to solve problems and gain new ideas.

So what are the challenges retailers look to solve at the NACS Show?

Onsite, how do they find solutions to these challenges?

And how do retailers ultimately resolve their trickiest issues?

As with any good soap opera, you can now watch the problem-solving drama in action with the new NACS Show video blog. We've shipped handheld video cameras to several NACS retail member

attendees, asking them to share their perspectives before, during and after the Show. Before the Show, their videos will explore how they identify the problems and challenges on their path to reaching new, unexpected wows.

Stay tuned. Go online at nacsonline.com in August.



Day Two at the NACS Show

In July, we covered Day One highlights. Now, it's Day Two: Wednesday, October 6. Here's some of the NACS Show excitement you won't want to miss:

1 Workshops begin at 8:00 am and continue at 9:15 am on Wednesday. Choose from 24 workshops in 11 different tracks:

- **Executive Leadership:** Learn more about working with banks to secure larger loans, building corporate culture and how federal regulations will influence your key categories.
- **Foodservice:** Find out "what America eats," how to grab market share from QSRs and learn how industry peers have built a culture of foodservice excellence from the CEO to the store level.
- **Global Perspectives:** Learn more about design innovations from convenience stores around the world and how consumer-facing technologies are evolving in the global retail landscape.
- **Human Capital:** Find out the new realities of the recently enacted health-care regulations and learn best practices from some of the top retail workplaces in the United States.
- **Marketing/Category Management:** Learn more about key shopper trends and how to better understand — and meet the demands of — your customers
- **Operations:** Hear from industry peers how to turn your frontline employees into a dynamic sales force and find out how lessons learned the hard way could fuel tomorrow's successes.
- **Petroleum (powered by OPIS):** Gain a better perspective on the future of petroleum and the impending regulations.
- **Professional Development:** Challenge yourself to become a stronger and more effective leader and learn how to protect yourself and your business from identity theft.
- **Small Operators:** Find out how to get your banks to say "yes" to smaller loans and discover how to simplify your business through outsourcing.
- **Supplier:** Learn more about interpreting customer data and how to meet the new needs of retail buyers and category managers.
- **Technology:** Learn how PCATS is working to define standards and procedures that simplify PCI mandates while minimizing the cost of achieving data security. Also, hear from industry peers how to use your customer data to affect shopping behaviors and create loyalty.

WHO DO YOU KNOW?

Find out who's coming to the NACS Show with a new tool — NACS Show eventSocial — that easily identifies attendees and directly connects them with you via e-mail before the Show even starts.

NACS Show eventSocial allows you to scan these online networks in search of other Show attendees:

- Microsoft Outlook
- Hotmail
- Gmail
- Yahoo Mail
- LinkedIn
- Twitter
- Facebook

Once other Show-goers are identified, you can connect with them via e-mail to set up meetings onsite or network before arriving in Atlanta. If you see someone in your network who hasn't registered yet for the Show but should, send them an electronic invitation telling them not to wait any longer and register now! The message is completely customizable and includes a direct link to register for the Show.

Access the NACS Show eventSocial tool at b2b-metrics.com/nacsshow.

Find Great Deals!

The NACS Show Deal Book compiles exclusive discounts and offers from Show exhibitors all in one place!

Retailers: Look for it in Atlanta and save big!

Exhibitors: Update your special deals in the online portal for your exhibitor directory listing. For more information on how to list your Show specials — free of charge — in the Deal Book, contact Leigh Walls at lwalls@nacsonline.com or call (703) 518-4215.

Atlanta Here We Come...

Atlanta's central location makes the NACS Show easily accessible for more than 36,000 convenience store outlets located in the southeast region. Whether you are planning to stay for the entire Show or just a day, come experience Atlanta's southern hospitality.

The Georgia World Congress Center, site of the NACS Show, is just minutes away from hotels in the NACS housing block, restaurants and exciting attractions.



2 Visit the Cool New Products Preview Room. Take advantage of exclusive retailer-only previewing hours on October 6 from 7:30 am to 12:00 pm. After 12:00 pm, the Preview Room will be open to all NACS Show attendees. Stop in and see the hottest products and services available to the convenience channel in the following categories:

- New Merchandising
- New to the Channel
- New Flavors
- Wellness
- New Packaging

Use handheld scanners to capture information about the products you're interested in and receive a customized printout of the items you scanned, along with company and booth information, prior to leaving the Preview Room. While visiting the Preview Room, stop by the Congreenience Section — be sure to explore the sustainable products and services available to the industry.

3 Opening General Session Featuring Stew Leonard Jr. Wednesday, October 6 | 10:30 am – 11:45 am

To be the best, you have to learn from the best. Hear how Stew Leonard Jr., CEO of acclaimed food retailer Stew Leonard's in Norwalk, Connecticut, a family-owned and -operated fresh food grocer, successfully captures loyal customers and generates annual sales of nearly \$400 million. The company operates four grocery stores and eight wine stores and has been selected to *Fortune's* "100 Best Companies to Work for in America" list for the past nine years.

4 The NACS Show expo opens! Doors open at 12:00 pm in Halls B and C of the Georgia World Congress Center.

The expo is divided into five major shopping areas, making it easier for attendees to find exactly what they're looking for:

- Facility Development & Store Operations
- Food Equipment & Foodservice
- Merchandise, Candy & Snacks
- NACS/PEI Petroleum Equipment & Services
- Technology



CLOSING GENERAL SESSION FEATURING GEORGE W. BUSH

Friday, October 8 | 8:00 am – 9:00 am

President Bush led the country through eight of the most consequential years in American history, from his leadership in the aftermath of the September 11 terrorist attacks to a global financial crisis. President Bush will be the fourth U.S. president to speak at a NACS event. You won't want to miss this provocative closing speaker.



**FRIDAY
OCTOBER 8
8:00 am - 9:00 am**



**GET THE FULL SCHEDULE AT
nacsshow.com TODAY!**



JOIN THE CONVERSATION!

Don't just sit there, read about what's happening at the NACS Show — and then tell others what's going on! Share the hottest trends and coolest products at the expo via NACS social media sites. Log on and join the conversation. Also, check out NACS TV on YouTube.

Facebook: facebook.com/nacsonline

Twitter: twitter.com/NACSONline

(hashtags: #nacsshow, #nacsonline)

LinkedIn: linkedin.com/groups?gid=1776505

YouTube: youtube.com/nacstv

If you want to know more about how to leverage social media, as well as the NACS Show mobile app, participate in the NACS webinar, "**Leveraging Social Media and the NACS Show Mobile App to Drive Attendance,**" on Thursday, August 12, at 2:00 p.m. EST. Look for registration information at nacsshow.com/ExhibitorEd.