

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 around 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.



It's Not Too Late!
Register today at nacsshow.com!



SCHEDULE OF EVENTS

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
12:00 pm – 5:30 pm	Exposition
6:00 pm – 10:30 pm	NACSPAC Live Auction & Party (Invite Only)

Thursday, October 7

7:30 am – 5:30 pm	Registration
7:30 am – 6:00 pm	Cool New Products Preview Room
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 featuring "A Tale of Two Retailers"
11:00 am – 11:45 am	General Session featuring "Ideas 2 Go"
12:00 pm – 5:30 pm	Exposition

Friday, October 8

7:30 am – 1:30 pm	Registration
7:30 am – 1:30 pm	Cool New Products Preview Room
7:30 am – 1:30 pm	International Lounge
8:00 am – 9:00 am	Closing General Session featuring President 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	Exposition NEW HOURS!





(App)ly Yourself!

Before you pack your bags and head off to the NACS Show, be sure to download the NACS mobile app.

The mobile app provides NACS Show attendees with a simple, user-friendly interface and unique features including detailed event information, speaker bios for general sessions and workshops, calendar integration with links to other attendee's sched-

ules, an interactive expo map, social media and the ability to download exhibitor brochures and information.

The mobile app also delivers value to exhibitors with dynamic advertising capabilities — video, banner ads and opportunities to provide coupons to increase booth traffic.

Download the mobile app today to your iPhone, iPod Touch, Android

or Blackberry device. It's also accessible from any web-enabled phone and most functionality is available, even when no Wi-Fi, 3G or web connection is available.

Look for more details on the new NACS mobile app at nacsshow.com/mobileapp.

Days Three and Four at the NACS Show

The excitement is in full swing — you're networking, learning best practices and gaining valuable ideas in the general sessions, workshops and expo. On the final two days of NACS Show, here are a few events you'll want to check out:



Sonja Hubbard



Sam Susser



Kyle Krause

1 A TALE OF TWO RETAILERS

October 7, 9:30 am – 10:45 am

Join 2008-2009 NACS Chairman Sonja Hubbard as she moderates a panel of two very dynamic retail leaders: Sam Susser, president and CEO of Susser Holdings Corp., and Kyle Krause, president and CEO of Kum & Go LC.

This general session, presented by *NACS Magazine*, will take a close look at how two successful companies continue to innovate and grow their customer bases, with practical examples for retailers of all sizes to consider.

The panel, along with ample time for audience Q&A, will explore topics such as developing and executing a successful foodservice program, navigating government regulations such as health care, store branding and marketing and a vision for the future of the industry.

3 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.



4 LAST DAY TO WALK THE EXPO

Friday, October 8 is the final day of the NACS Show expo. This is your last opportunity in Atlanta to connect with exhibitors and foster new business relationships. New expo hours this year are from 9:00 am to 1:30 pm.

2 WHAT'S THE BIG IDEA?

Only at the NACS Show can you see what industry peers are doing to attract customers, boost sales and innovate the convenience retail landscape — and we're not just talking about the expo. Be sure to catch the debut of the NACS "Ideas 2 Go" video program on Thursday, October 7, at the general session from 11:00 am to 11:45 am.

See what ideas you can capture in foodservice, delivering world-class customer service and staying ahead of the competition.



ABOVE: The equipment that makes all of the magic happen.



ABOVE: Ali Sharaf of Victron Group talks about the fresh, organic food offer at his Tiger Farms Market.



ABOVE: Sometimes it's hard to shake the monkey off your back.

LEFT: Chef Franson Nwaeze of Chef Point Café shows some of his culinary skills.

Exhibitors: Share Your Special Event with Us

If your exhibit is hosting a special event or celebrity appearance in your booth, let NACS help you promote it. As part of our NACS communications plan, we reach out to a broad list of national and trade press about special activities and events at the NACS Show, including new product introductions and celebrity appearances. We also provide comprehensive coverage of the NACS Show via *NACS Magazine*, the *NACS Daily* e-newsletter, the *NACS Show Daily* newspaper and NACS TV.

If you are debuting a product or have a celebrity appearance or other special event in your booth, reach out to NACS Vice President of Communications Jeff Lenard at jlennard@nacsonline.com or (703) 518-4272.



LIGHTS! CAMERA! BLOGGERS!



What do retailers want from the NACS Show? Listen to them and find out! Leading up to this year's NACS Show, four retailers have taken the challenge of recording their experiences and expectations. So, who are these storytellers?

■ **Katie Wagner** is from upstate New York MWS Enterprises, where she coaches and mentors her colleagues on personal and organizational growth, facilitates organizational changes, makes buying decisions and maintains a solid focus on companywide goals.

■ **Richard Oneslager** heads up Balmar Group in Denver. Two years ago as NACS chairman, he "hijacked" an RV, cameraman, producer and three NACS staff for a 3,000-mile road trip visiting and filming at convenience stores and other attractions.

■ **Neal Anderson** knows Georgia — he's with Glennville-based Clyde's Market and an officer at the Georgia Association of Convenience Stores. Look for some local flavor as he prepares for an event that is practically in his backyard.

■ **Rahim Budhwani** is CEO of 6040 LLC in Alabama. He believes in relationship building, helping strengthen the relationship between NACS and the National Alliance of Trade Associations, and has strong convictions about the benefits of a strong vendor/small store operator relationship.

■ **Guest Bloggers** — Who has something to say today? A NACS staffer? A NACS Show attendee? How about you! See how you can get involved.

Check out nacsshow.com/followus to view the latest videos.



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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

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.

