

The Hunter Club



Created in 1982 in honor of Harry Hunter, the first executive director of NACS, the Hunter Club is a distinct category of NACS supplier membership that provides exclusive benefits designed to meet the needs of companies that seek an enhanced presence in the convenience and petroleum retail channel.

The original concept of the Hunter Club was simple: Develop a way to allow suppliers to support NACS with funding throughout the year – without creating a system where top visibility events are financed by individual company sponsorships. This concept was tested in 1982 at the first NACS “annual meeting” in Chicago with 26 companies joining as inaugural members. Today, there are 81 Hunter Club members.

Membership at the Hunter Club level gives suppliers access to convenience retailers in a business-building and social networking environment. Industry suppliers that support NACS at this higher dues level also receive year-round recognition for their extra commitment to the overall objectives of NACS at events, programs and workshops.

The current Hunter Club membership is diverse, comprised of small-, medium- and large-sized companies from a variety of industries within the channel: consumer packaged goods, distribution, tobacco, petroleum equipment, consultants, publications, foodservice, store operations and technology.

A three-tiered system – gold, silver and bronze – gives suppliers the chance to choose their level of involvement with the Hunter Club. Exclusive benefits

“S&D IS IN ITS SIXTH YEAR AS A HUNTER CLUB MEMBER. OUR INCREASED PARTICIPATION WITH NACS GIVES US PRIORITY ACCESS TO THE LATEST TRENDS, INNOVATIVE IDEAS AND RETAILERS WHO ARE ON THE CUTTING EDGE OF OUR CHANNEL.”


— JENNIE JONES, S&D COFFEE VP/DIRECTOR OF MARKETING, CONVENIENCE STORE SALES DIVISION

include access to several key events throughout the year and complimentary event attendance lists.

Additional benefits of Hunter Club membership include:

- First dibs on exhibit booth selection at the NACS Show and NACStech before roughly 1,300 other exhibitors – gold, silver and then bronze
- Concierge-level service and 10 percent off Freeman services (an official NACS vendor) at the NACS Show – many companies save thousand of dollars!
- Access to the private Hunter Club Lounge, an upscale meeting place and respite from the NACS Show floor that serves hot breakfast and lunch daily, and includes semi-private meeting spaces
- NACS State of the Industry metrics webinars throughout the year
- On-site visits by the NACS research team to share category and industry information with your team
- Advertising voucher up to \$2,500 to use on selected marketing offers

- Product placement at NACS events
- Various NACS Show benefits: advance hotel selection, complimentary exhibit booth mystery shopping report, pre- and post-Show attendee lists

If you are interested in learning more about how your company can benefit from becoming a Hunter Club member, contact Seva Raskin at sraskin@nacsonline.com or (703) 518- 4226 or visit: www.nacsonline.com/NACS/Membership/Supplier/HunterClub/ 



DID YOU KNOW?

Several companies from the original Hunter Club class of 1982 have since disappeared or have been acquired by other companies: Sav-A-Stop Inc., Stroh Brewing Company, American Tobacco Company and Globe Communications.