

ABOUT THE EXHIBIT HALL

NACS SHOW 2010 - LOCATION AND DATES

Exposition Dates: October 6-8, 2010

Exposition Venue: Georgia World Congress Center in Atlanta, Georgia
(Exhibit Halls B and C)

SHOW FLOOR CATEGORIES

NACS has maintained the five Show floor categories to ensure that buyers can shop for products and services efficiently. There is also a designated area within each category for first-time exhibitors to guarantee that each section includes new and exciting products. Category segmentation requires that the booth should contain at least 60% of applicable product for a specific category. The Show floor categories are:

- Facility Development & Store Operations
- Food Equipment & Foodservice Programs
- Merchandise, Candy & Snacks (*NEW - Merged together for 2010*)
- Petroleum Equipment & Services
- Technology

These five show floor segments will be color coded in printed materials and onsite at the Show. Each area will have one theme color for carpeting, overhead signage, and aisle signs for attendees to easily navigate their position inside the exhibit hall.

NACS SHOW LAYOUT AND KEY LOCATIONS

- **Access to Exhibit Halls** –
 - **Hall B exhibits** – Located on Level 1 of Building B, Hall B exhibits will be directly accessible via escalators/elevators.
 - **Hall C exhibits** will be accessible via the enclosed overhead Concourse Connector and two outdoor walkways.
- **Key Locations for Attendees** – NACS/PEI Workshops, General Sessions, Registration, Lounges, and Shuttle Bus Drop-Off will be located on various levels of Building B.
- **Business Appointment Centers** – Exhibitors can reserve convenient meeting space on the show floor for customer and/or staff meetings. Business Appointment Centers will be available in both Halls B and C.
- **Cool New Products Preview Room** – A popular attraction for attendees. Cool New Products will be located on Level 4 of Building B at the entry point to workshops and sessions, and near the hub of Registration and Shuttle Bus Drop-Off areas.

**** NO SMOKING POLICY – STRICTLY ENFORCED****

The Georgia World Congress Center is a non-smoking facility. Outdoor designated smoking areas will be available.

Floor Plan - Viewing Instructions and Tips

CURRENT FLOOR PLAN LINK

<http://www.nacsshow.com/2010floorplan>

Please review the following tips and instructions before your NACS Show booth space selection. These will help you to navigate through the floor plan efficiently.

JAVA SOFTWARE REQUIRED

Java must be installed on your computer to run the floor plan viewing software. To download and install the free application, go to <http://www.java.com>

TOOL BAR LEGEND



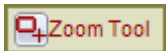
Zoom In – Magnify/enlarge the floor plan view to see neighboring booths.



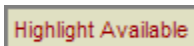
Zoom Out – Allows you to shrink the overall floor plan in an area to see your relative surroundings.



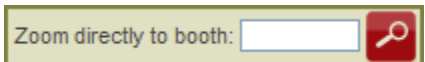
Fit to Window – Fits entire floor plan to your screen.



Zoom Tool – Select an area to magnify and enlarge.



Highlight Available – Shade/highlight available booth space. All unavailable booths will appear with company names and will not be shaded.



Zoom Directly to Booth – Find a specific booth location. Enter the booth number and click on the magnifier icon. “Zoom Out” afterwards to view your surroundings.

HELPFUL TIPS

- ***Navigate the floor plan.*** To move the floor plan around, simply “click and drag” the floor plan image similar to a PDF.
- ***Where are my competitors?*** To view another company’s booth location, simply double-click on their name in the list of exhibitors (left side). Their booth number and location will appear on the floor plan if they have already reserved space.
- ***Print a copy of the floor plan.*** Use the “Open PDF Version” link (upper far right corner) in the floor plan viewer and zoom in to select the area of interest.