



ABOUT THE EXHIBIT HALL

NACS SHOW 2011 – LOCATION AND DATES

Exposition Dates: October 2-4, 2011

Exposition Venue: McCormick Place, Chicago (North & South Exhibit Halls)

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 products for a specific category. The Show floor categories are:

- Facility Development & Store Operations
- Food Equipment & Foodservice Programs
- Merchandise, Candy & Snacks
- 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 –**
 - **North Hall exhibits** – Located on Level 3 of the North building, the North Hall exhibits will be directly accessible via escalators/elevators.
 - **South Hall exhibits** – Located on Level 3 of the South building, the South Hall exhibits will be directly accessible via escalators/elevators.
- **Key Locations for Attendees** – NACS Workshops/General Sessions will be located in the West Building. PEI Workshops, NACS Show Registration and Shuttle Bus Drop-Off will be located on various levels of the South Hall.
- **Business Appointment Centers** – Exhibitors can reserve convenient meeting space for customer and/or staff meetings. Business Appointment Centers will be available in both North and South Hall.
- **Cool New Products Preview Room** – A popular attraction for buyers. Cool New Products will be located on Level 3 of the North Building at the entry point into the North Exhibit Hall.

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

McCormick Place is a non-smoking facility.

Floor Plan - Viewing Instructions and Tips

CURRENT FLOOR PLAN LINK

<http://www.nacsshow.com/2011floorplan>

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



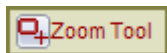
Zoom In – Magnify/enlarge the floor plan view to see neighboring booths.



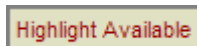
Zoom Out – Allows you to shrink the overall floor plan in an area to see your relative surroundings.



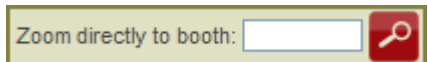
Fit to Window – Fits entire floor plan to your screen.



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.