

# 2011 EXHIBIT SPACE APPLICATION



**October 2-4, 2011  
McCormick Place  
Chicago, Illinois**

## **PAYMENT AND SUBMISSION INSTRUCTIONS**

**E-MAIL AND FAX COPIES ARE NOT ACCEPTED** *(Prior to April 1, 2011)*

**IMPORTANT NOTE: All pages must be completed, Exhibit Space Application signed, and payment submitted BEFORE booth space can be assigned.**

Please make copies of ALL sides for your files and return original with payment to the NATIONAL ASSOCIATION OF CONVENIENCE STORES.

**Mailing Address:**

NACS  
PO Box 34770 • Alexandria, VA 22334-0770

**\*Note:** *This is a bank lock box - only first class mail accepted.*

**Overnight/Expedited Delivery:**

Attn: Exhibits Department  
NACS  
1600 Duke Street • Alexandria, VA 22314-3436  
Phone: (703) 684-3600

**NACS—The Association for Convenience and Petroleum Retailing • OCTOBER 2-4, 2011 McCORMICK PLACE • CHICAGO, ILLINOIS** Application for exhibit space at the 2011 NACS Exposition indicates the applicant's willingness to abide by all the exhibit terms and conditions as outlined both in this document and the accompanying **TERMS AND CONDITIONS**. This application will become a contract when countersigned by NACS Show Management.

COMPANY NAME \_\_\_\_\_  
*Print exactly as it should appear in all NACS Show materials.*

ADDRESS \_\_\_\_\_  
 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

COMPANY WEB SITE \_\_\_\_\_

**Tradeshow Contact:** This person will serve as your company's liaison and will receive booth space assignment, exhibitor mailings, Exhibitor Service Kit and other pertinent information.

TRADESHOW CONTACT NAME \_\_\_\_\_  
 NOTE: If the above name changes, please notify NACS in writing.

TITLE \_\_\_\_\_

COMPANY (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

ADDRESS \_\_\_\_\_  
 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ EXT. \_\_\_\_\_ FAX \_\_\_\_\_

TRADESHOW CONTACT E-MAIL ADDRESS (REQUIRED) \_\_\_\_\_

**Competitors from whom we desire booth separation:**  
*Separation cannot be guaranteed, but every effort will be made to accommodate separation requests.*

**Type of Space Preferred:**  corner (8' height restriction)  in-line (8' height restriction)  
 perimeter (12' height restriction)  island (18' height restriction)  
*Booth layout and design must comply with all NACS display guidelines.*

**Booth Size Desired:** (Minimum booth size is 10' x 10')  
 \_\_\_\_\_ ft. (depth) x \_\_\_\_\_ ft. (width) = \_\_\_\_\_ total sq. ft.

**Booths Desired:** List booth numbers. You may also highlight desired booth(s) or area(s) on copy of floorplan.  
 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_  
 4th Choice \_\_\_\_\_ 5th Choice \_\_\_\_\_ 6th Choice \_\_\_\_\_  
*Choices cannot be guaranteed. Every effort will be made to assign comparable space if choices are not available.*

**Primary Product Area:** (At least 60% of booth product displayed must be applicable to selected area)  
 Facility Operations  Merchandise, Candy  Petroleum  
 Foodservice  & Snacks  Technology

★ Is this your company's first time exhibiting with NACS?  Yes  No  
 ★ Has your company exhibited under another name?  Yes  No  
 If "yes," please indicate: \_\_\_\_\_

**By signing this application, you acknowledge that you have read, understood and accepted the 2011 NACS TERMS AND CONDITIONS, and agree to abide and be bound by the terms and conditions contained therein.**

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Title \_\_\_\_\_

**Payment & Application Instructions**  
 Payment is required with the completed application.

**Exhibiting Company is (please check one):**  
 NACS Supplier Member \$32.00 per square foot\*  
 PEI Member  Both \_\_\_\_\_  
 Non-Member \$42.00 per square foot

\*If company is a current member of NACS or PEI at the time of application to exhibit, **membership status must be maintained through the dates of the Show.**

**Total Booth Rental Fee:**  
 \_\_\_\_\_ X \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 Sq. ft. desired Sq. ft. rate Total booth cost

**Deposit Amount:** \$ \_\_\_\_\_  
 Minimum 50% deposit due with application.  
 After June 3, full payment must accompany the application.

Yes, I want to become a NACS member  
**Attach Supplier Membership Application and enter \$750 here:** \$ \_\_\_\_\_  
**Total Amount:** \$ \_\_\_\_\_

**Indicate payment method:**  
 Check (Checks should be made payable to NACS in U.S. funds drawn on a U.S. bank)  
 MasterCard  Visa  American Express

Card number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Card Holder Name \_\_\_\_\_  
 Card Holder Signature \_\_\_\_\_  
 Card Billing Address Zip Code \_\_\_\_\_

**NACS USE ONLY**

NACS  PEI  Non-Member  New  
 Co. # \_\_\_\_\_ Dep. Date \_\_\_\_\_  
 Check # \_\_\_\_\_  
 Deposit \$ \_\_\_\_\_  
 A: \_\_\_\_\_ R: \_\_\_\_\_

Booth(s) \_\_\_\_\_  
 Size \_\_\_\_\_  
 corner  in-line  perimeter  island  
 FAC / FS / GM / PET / TEC \_\_\_\_\_  
 NACS Exposition Manager & Date Assigned \_\_\_\_\_

**(This information MUST be submitted in order to assign your booth space. Failure to complete the following information will result in a delay of your booth assignment.)**

## Eligibility to Exhibit

Please briefly and clearly describe your products/services relative to the convenience store industry. This description will only be used to justify your placement and eligibility in one of the five primary product areas of the NACS Show 2011. In order to qualify to exhibit in a specific product area, AT LEAST 60% OF BOOTH PRODUCT displayed must be applicable to selected area. Company information for the *NACS Show Program & Directory* will be collected at a later date.

## Product Category (Required - Maximum 5)

From the list below, place "X" by the category(ies) which best describes the product(s) or service(s) you will be displaying. These selected categories will aid in the booth selection process only.

### FACILITY DEVELOPMENT & STORE OPERATIONS

- Accounting (2000)
- Advertising (2011)
- Advertising/Public Relations Consultants (2015)
- Age Verification - Services (2017)
- Animated Characters (2016)
- Audits - Physical Inventory (2019)
- Blimps (2020)
- Building Components-Doors, Windows, Flooring (2027)
- Cleaning Supplies (2030)
- Disaster Rec./Bus. Cont. Planning (2050)
- Environmental Cleanup (2060)
- Facilities Management (2065)
- Financial Services (2070)
- Flooring (2075)
- Financial Advisors (2077)
- Franchises - Store Operations (2078)
- Heating & Cooling - HVAC (2080)
- Industry Data/Business Intelligence/Analysis (2085)
- Inside Signs & Lighting (2090)
- Insurance (2100)
- Laundry Equipment (2110)
- Management Consultants (2040)
- Marketing/Merchandising Consultants (2025)
- Non-Foodservice Cases & Counters (2120)
- Other Store Equipment (2130)
- Other Store Services (2140)
- Personnel Services & Consultants (2150)
- Point of Sale Advertising (2151)
- Publications - Trade (2155)
- Recycle Products and Services (2157)
- Safety Products and Services (2158)
- Security Equipment (2160)
- Security Services (2170)
- Shelving & Displays (2180)
- Site Evaluation/Real Estate Consultants (2185)

- Store Design/Layout & Construction Systems (2190)
- Uniforms (2200)
- Vending (2201)
- Vending Equipment (2202)
- Waste Management (2210)

### FOOD EQUIPMENT & FOODSERVICE PROGRAMS

- Bakery (3000)
- Barbecue (3005)
- Beverages - Cold Dispensed (3010)
- Beverages - Frozen Dispensed (3020)
- Beverages - Hot Dispensed (3030)
- Chicken (3040)
- Cooler Accessories (3050)
- Coolers (3060)
- Dishwashers (3065)
- Dispensed Paper/Plastics (3066)
- Dispensers - Food & Product (3070)
- Food Preparation (3080)
- Food Service Cases & Counters (3090)
- Food Service Packaging (3093)
- Franchises - Foodservice (3095)
- Frozen Treats (3100)
- Hamburgers (3110)
- Hot Dogs/Roller Grill (3120)
- Ice Machines (3125)
- Menu Systems (3130)
- Mexican (3140)
- Other Cuisine (3150)
- Other Foodservice (3160)
- Packaged Sandwiches/Deli Products (3170)
- Pizza (3180)
- Refrigeration (3190)
- Sandwiches - on-site preparation (3200)
- Seafood (3210)
- Soups and Salads (3220)
- Utensils (3225)
- Water Purification Systems (3230)

### MERCHANDISE, CANDY & SNACKS

- Alternative Snacks (1000)
- ATM Equipment (4000)
- ATM Service (4010)
- Automotive Products (4020)
- Batteries (4030)
- Beer (4040)
- Bottled Water (4050)
- Brokers (4060)
- Candy (1010)
- Check Cashing (4070)
- Cigarettes (4080)
- Cookies (1013)
- Copy/Fax Services (4090)
- Edible Grocery Items (4100)
- Energy Bars (1015)
- Energy Drinks (4105)
- Film/Photo (4110)
- Fresh Flowers/Floral (4120)
- Frozen Foods (4130)
- Greeting Cards/Gifts (4140)
- Hardware/Housewares (4150)
- Health & Beauty Care (4160)
- Home Delivery (4170)
- Ice (4180)
- Ice Cream (4190)
- Iced Tea (4200)
- Juice/Juice Drinks (4210)
- Lottery/Gaming (4220)
- Meat Snacks (1029)
- Media Entertainment (CD/DVD/MP3) (4225)
- Milk & Other Dairy Products (4230)
- Money Orders (4240)
- Muffins/Donuts (1031)
- Non-Edible Grocery Items (4250)
- Novelty & Seasonal Items (4260)
- Nutritional Snacks (1020)
- Other Packaged Bev./Nutrition Drinks (4270)

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- \_\_\_ Other Products for Sale (4280)
- \_\_\_ Other Tobacco Products (4290)
- \_\_\_ Other Tobacco Products - Cigars (4292)
- \_\_\_ Other Tobacco Products - Papers (4294)
- \_\_\_ Other Tobacco Products - Pipes (4296)
- \_\_\_ Other Tobacco Products-Pipe-Cigarette Tobacco (4298)
- \_\_\_ Other Tobacco Products-Smokeless (4299)
- \_\_\_ Packaged Bread (4300)
- \_\_\_ Packaged Deli Products (4305)
- \_\_\_ Packaged Sweet Snacks (1030)
- \_\_\_ Paper/Disposable Products (4310)
- \_\_\_ Pay Phones (4320)
- \_\_\_ Perishable Grocery Items (4330)
- \_\_\_ Postal Services (4350)
- \_\_\_ Prepaid Gift Cards (4359)
- \_\_\_ Prepaid Telecommunications (4360)
- \_\_\_ Publications - Consumer/Maps (4370)
- \_\_\_ Salty Snacks (1040)
- \_\_\_ Smoking Accessories (4380)
- \_\_\_ Snack Cakes/Pastries/Desserts (1045)
- \_\_\_ Soft Drinks (4390)
- \_\_\_ Sports Drinks (4400)
- \_\_\_ Sunglasses (4410)
- \_\_\_ Telecommunications Hardware & Accessories (4415)
- \_\_\_ Toys/Recreational Equipment (4420)
- \_\_\_ Trading Cards (1050)
- \_\_\_ Vitamins/Supplements (4463)
- \_\_\_ Wearables/Apparel (4465)
- \_\_\_ Wholesalers/Distributors (4470)
- \_\_\_ Wine/Wine Coolers/Liquor (4480)

**PETROLEUM EQUIPMENT & SERVICES**

- \_\_\_ Air Compressors (5000)
- \_\_\_ Alternative Fuel Equipment (5010)
- \_\_\_ Automation Panels (5020)
- \_\_\_ Automotive Services (5030)
- \_\_\_ Breakaways (5050)
- \_\_\_ Buildings (5060)
- \_\_\_ Cabinetry/Shelving Units (5070)
- \_\_\_ Canopies/Fascia (5090)
- \_\_\_ Car Wash (5105)
- \_\_\_ Car Wash Chemicals & Solutions (5095)
- \_\_\_ Car Wash Equipment (5100)
- \_\_\_ Cathodic Prot./Corrosion Prot./Anodes (5110)
- \_\_\_ Control Handles (5120)
- \_\_\_ Controls (5130)
- \_\_\_ Diesel Exhaust Fluid (DEF) & Equipment (5135)
- \_\_\_ Dispenser Pans (5140)
- \_\_\_ Dispensers - Petroleum (5150)
- \_\_\_ Displays for Gas Pumps (5160)

- \_\_\_ Drainage Systems (5170)
- \_\_\_ Electrical Panels (5180)
- \_\_\_ Electronic Circuit Boards (5190)
- \_\_\_ Electronic Equipment Covers (5200)
- \_\_\_ Explosion-Proof Electric Motors (5210)
- \_\_\_ Filters (5220)
- \_\_\_ Fire Extinguishers (5240)
- \_\_\_ Fire Suppression (5240)
- \_\_\_ Flexible Connectors (5250)
- \_\_\_ Flow Restrictors (5260)
- \_\_\_ Fuel Additive Injection Systems (5270)
- \_\_\_ Fuel Management Systems (5280)
- \_\_\_ Fuel Oil Handling Equipment (5290)
- \_\_\_ Fueling Facility Service & Construction (5300)
- \_\_\_ Gauges (5310)
- \_\_\_ Hose (5320)
- \_\_\_ Hose Reels (5330)
- \_\_\_ Intercom Equipment (5340)
- \_\_\_ Island Forms (5350)
- \_\_\_ Isolation Jackets (5360)
- \_\_\_ Kiosks/Prefabricated Buildings (5370)
- \_\_\_ Leak Detection/Monitoring (5380)
- \_\_\_ Lifts (5390)
- \_\_\_ Light Poles (5400)
- \_\_\_ Lighting (5410)
- \_\_\_ Loading Arms (5420)
- \_\_\_ Lube Equipment (5430)
- \_\_\_ Manholes (5440)
- \_\_\_ Mechanical Computers (5450)
- \_\_\_ Merchandisers (5460)
- \_\_\_ Meters (5470)
- \_\_\_ Monitor Well Plugs (5480)
- \_\_\_ Nozzles (5490)
- \_\_\_ Oil Filter Crushers (5500)
- \_\_\_ Oil/Water Indicators (5510)
- \_\_\_ Oil/Water Separators (5520)
- \_\_\_ Petroleum Equipment Distributors (5530)
- \_\_\_ Petroleum Products (5540)
- \_\_\_ Pipe Guards (5550)
- \_\_\_ Piping (5560)
- \_\_\_ POS Systems (5570)
- \_\_\_ Power Conditioner/UPS Systems (5580)
- \_\_\_ Printers (5590)
- \_\_\_ Provers and Test Measures (5600)
- \_\_\_ Pumps (5610)
- \_\_\_ Remote Fill Boxes (5620)
- \_\_\_ Sealants (5630)
- \_\_\_ Secondary Containment (5640)
- \_\_\_ Self-Serve Air/Water (5650)
- \_\_\_ Sign Poles (5660)
- \_\_\_ Signs/Decals (5670)
- \_\_\_ Solar Power Supply (5690)
- \_\_\_ Spill Cleanup Materials (5700)

- \_\_\_ Spill Containment (5710)
- \_\_\_ Sumps (5720)
- \_\_\_ Swivels/Joints (5730)
- \_\_\_ Tank Linings/Coatings (5740)
- \_\_\_ Tank Security Systems (5750)
- \_\_\_ Tank Truck Equipment (5760)
- \_\_\_ Tanks - Petroleum Equipment (5770)
- \_\_\_ Tire Inflators (5780)
- \_\_\_ UST-Monitoring/Inventory/Fuel Mgt. (5790)
- \_\_\_ Vacuums (5800)
- \_\_\_ Valves/Fittings/Clamps/Couplings/Adapters (5810)
- \_\_\_ Vapor Recovery Equipment (5820)
- \_\_\_ Vending Machines, Oil (5830)
- \_\_\_ Vents/Caps (5840)
- \_\_\_ Wells, Monitoring/Observation (5850)

**TECHNOLOGY**

- \_\_\_ Age Verification - Products (6006)
- \_\_\_ Automation Consultants (6001)
- \_\_\_ Back Office & Head Office Software/Hardware (6002)
- \_\_\_ Bar Code Scanners (6003)
- \_\_\_ Biometrics (6007)
- \_\_\_ Cash Handling Systems (6004)
- \_\_\_ Check Recovery & Verification Services (6005)
- \_\_\_ Computer Software (6000)
- \_\_\_ Computers (6010)
- \_\_\_ Electronic Funds Transfer (6020)
- \_\_\_ Electronic Kiosks (6030)
- \_\_\_ Inventory Optimization (6040)
- \_\_\_ Knowledge Management (6045)
- \_\_\_ Loyalty Programs (6050)
- \_\_\_ Mobile Applications (6055)
- \_\_\_ Networks/Communications (6060)
- \_\_\_ Other Tech. Equipment & Accessories (6070)
- \_\_\_ Other Technology Services/ASPs (6080)
- \_\_\_ Point-of-Sale Software/Hardware (6090)
- \_\_\_ Price Optimization (6100)
- \_\_\_ Radio Frequency Providers (6110)
- \_\_\_ Satellites (6120)
- \_\_\_ Software (6121)
- \_\_\_ Sustainable Systems (6125)
- \_\_\_ Telephone Services & Systems (6130)
- \_\_\_ Training Services - Online (6140)
- \_\_\_ Training Services - CBT (6150)
- \_\_\_ Training Services - Help Desk (6160)
- \_\_\_ Training Services - Other Services (6170)
- \_\_\_ Wireless (6180)

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