

“The C-Store Good Life” NACS Show
Exhibitor YouTube Video Contest Rules and Regulations

All NACS Show 2011 exhibitors are eligible to participate in the “THE C-STORE GOOD LIFE” NACS SHOW EXHIBITOR YOU TUBE” video contest.

In 30 seconds or less, explain how your company makes life great for convenience store retailers. Provide as many funny, creative, clever and/or informative reasons why a retailer absolutely must stop and see your booth this year. All videos will be posted on YouTube, at youtube.com/nacstv, for viewing in the weeks leading up to the Show. (Your entry will be screened by a panel prior to posting online.) We’ll send an email to you in XX announcing the start date.

Round 1: Get the Most YouTube "Likes"

(50% of the score)

Send the YouTube link to clients, customers and anyone you want to see your video. The more people who "like" your video, the higher your chances of winning.

Round 2: Retailer Panel

(50% of the score)

A retail panel of judges will select a winner based on:

- Creativity
- Message clarity and relevance
- Motivation and inspiration
- Overall impact

Once your company submits an entry, it is screened by a panel prior to posting online.

Contest Rules

Each NACS Show exhibiting company may submit one entry only. All submissions become the property of NACS and must be received by **July 27, 2011 at 5:00 pm EDT**. Late entries will not be accepted.

How to Enter

Beginning **June 29, 2011** but prior to **July 27, 2011 at 5:00 pm EDT**,

1. Upload your video submission to Yousendit.com
Step 1: Go to <http://www.yousendit.com/>
Step 2: Click on the “Sign Up” tab in the upper left section of the site and choose the “Sign Up” button for the free version
Step 3: Complete sign-up form
Step 4: Send video files as attachments when submitting to Cristy Zuazua at NACS – czuazua@nacsonline.com

Entries that meet the criteria will be uploaded onto the NACS YouTube website.



Video Criteria

All videos must:

1. Be no more than 30-seconds long.
2. Your video must include these items:
 - Your company name
 - Your company booth number
 - How your company makes life great for convenience retailers
 - Why a NACS Show attendee should visit your booth
 - "We can't wait to see you at the NACS Show."
3. Be submitted in avi, mov, mpg or wmv format.
4. Video files may not exceed 7MB

Here's how the videos will be judged:

1. Get the most online viewers. Viewership counts toward 50% of the total score.
2. A retail panel of judges will select a winner based on:
 1. Creativity
 2. Message clarity and relevance
 3. Motivation and inspiration
 4. Overall impact

Contest Criteria

- Fit and appropriateness with the "THE C-STORE GOOD LIFE" NACS SHOW EXHIBITOR YOU TUBE CONTEST
- Length appropriateness
- Creativity
- Message clarity and relevance
- Message stickiness and persuasiveness
- Music and graphic use

Contest Timeline

June 29, 2011	Video Contest Announced to Exhibitors
July 27, 2011 at 5:00 pm EDT	Deadline for Submissions
August 3, 2011	Submissions are available for viewing on the NACS You Tube Channel

August 24, 2011	Viewing period ends.
August 29, 2011	Winner announced to current NACS Show attendees, Prospects, Daily News readers and on NACS Social Media. Video uploaded to the NACS Show mobile app.
September 26 – October 5, 2011	Video available at nacsshow.com and NACS Online

Winning video(s) will be modified for inclusion in the “THE C-STORE GOOD LIFE” NACS SHOW EXHIBITOR YOU TUBE CONTEST” by including NACS Show branding, the company logo and a booth number before the ad actually plays and will direct viewers to the NACS Show website to learn more about the NACS Show. All credit for the ad will be attributed to the exhibiting company who created it.

Video Do’s and Don’ts

THE DO'S:

1. PG-rated please
2. Submit a hi-res company logo (logo must be at least 400 pixels wide) to Stephanie Robert at srobert@nacsonline.com no later than **July 27, 2011 at 5:00 pm EDT.**
3. Upload your video submission to yousendit.com no later than **July 27, 2011 at 5:00 pm EDT.**
4. Produce a video that is no more than 30-seconds long.
5. Your video must include these items:
 - Your company name
 - Your company booth number
 - How your company makes life great for convenience retailers
 - Why a NACS Show attendee should visit your booth
 - “We can’t wait to see you at the NACS Show.”
6. Be submitted in avi, mov, mpg or wmv format.
7. Keep video file size to 7 MB or smaller.

THE DON'TS:

1. Take any risks that could cause personal injury or destruction of property.
2. Promote or attack other brand names.
3. Involve illegal activities.



4. Use inappropriate language or activities.