

2009 REQUIREMENTS & SPECIFICATIONS

TO BE ELIGIBLE FOR **COOL NEW PRODUCTS**, A PRODUCT MUST BE A NEW PRODUCT OR SERVICE, OR HAVE NEW PACKAGING SINCE JANUARY 1, 2009.

COOL NEW PRODUCTS – NACS MAGAZINE SHOW EDITION

(space reservation deadline: September 8 | materials deadline: September 11)

Delivery: All Cool New Product details listed below should be submitted online. Login credentials and details will be e-mailed with the purchase confirmation. For questions, contact Jennifer Nichols at (703) 518-4276 or jnichols@nacsonline.com

- 1) **Product Information:** please include a) product name, b) headline. Word limit for each is 50 characters with spaces.
 - 2) **Promotional Copy:** up to **80 words** in paragraph form describing the product (no line spaces or bullets). Full press releases are not recommended as NACS will edit copy without your input. NACS reserves the right to edit any copy for grammatical errors, consistency, clarity or length.
 - 3) **Category of product:** choose between - Candy & Snacks, Merchandise, Foodservice Equipment & Programs, and Store Operations & Technology
 - 4) **Phone number and website** for sales leads.
 - 5) **Image requirements are:** 1 image of product. Must be “pure” image file at 300 dpi resolution, approximate size of 3” x 3”, in JPG, TIF or EPS format. Images embedded in PDF, Word or PowerPoint are not acceptable.
- Layout:** there are 4 listings per page. Listings are organized alphabetically by company name within major categories: Candy & Snacks, Merchandise, Foodservice Equipment & Programs, and Store Operations & Technology.

COOL NEW PRODUCTS PREVIEW ROOM

Preview Room Product Details

(reservation deadline: September 8 | product details deadline: September 11)

Delivery: Please provide the product details specified below for the display card and scan data. As Retailers scan products in the Preview Room, basic information will be provided in their customized product lists for sales follow-up. All Cool New Product details should be submitted online. Login credentials and details will be e-mailed with the purchase confirmation.

- 1) **Product name**
- 2) **Short description of product and sales contact information** (name, phone, email, address, URL) that will be given to retailers on their scanning reports on-site for reference.
- 3) **Category of product.** Choose between: New Merchandising, New to the Industry, New Packaging, New Flavors, Wellness, or “Green”.
- 4) **Product release date** to the convenience industry (must be after January 1, 2009 or product of a company new to the NACS Show this year).
- 5) **Onsite contact information:** name, email, and mobile phone of the person who will be working with the Preview Room at the tradeshow.
- 6) **Product dimensions.** Please note maximum dimensions of enclosed shelf display items below:
 - Maximum dimensions of **18” enclosed shelf:** 18” W x 12” L x 12” H
 - Maximum dimensions of **36” enclosed shelf:** 36” W x 12” L x 12” H

Preview Room Product Delivery

(product delivery deadline: October 13)

- NACS will supply specific instructions for delivery of product to the Preview Room in August. **DO NOT SEND PRODUCT DIRECTLY TO NACS.** All product should be shipped to Freeman based on confirmation instructions.
- All product must be shipped to arrive at the Freeman warehouse by October 13. **We ask for advanced delivery to the Freeman warehouse to ensure receipt by set up time (October 17-19).**
- To ensure proper placement, please include copy of submission form or confirmation in your shipment, with any additional display instructions.
- If your product is small (i.e. pack of gum, candy bar, bottle, etc.), please send multiple samples to fill a display.
- Delivery of equipment and larger items that require labor must be arranged by the exhibitor according to NACS Show rules.

Preview Room Product Placement Procedures

NACS staff will be setting all product displays. Please include any photos of the preferred layout, detailed set-up instructions, or diagrams with your product shipment. You will be able to review your display during a special preview time on Monday, October 19 between 4pm and 8pm. Displays cannot be changed once the Preview Room opens to retailers only at 7:30am Tuesday, October 20.

- There is no sampling of product in the Preview Room. These are displays only. Equipment that dispenses product should only be in display mode.
- Sound is prohibited within the room on all equipment and presentations.
- Display cases/areas will be organized by the following categories: New Merchandising, New to the Industry, New Packaging, New Flavors, Health & Wellness, or “Green”. We cannot guarantee specific locations for your product within these categories.
- Placement of equipment and larger items will be handled on a case-by-case basis.

COOL NEW PRODUCTS VIDEO KIOSK

(ad reservation deadline: September 4 | materials deadline: September 18)

Delivery: Video files should be sent to Leigh Walls to NACS at 1600 Duke Street, Alexandria, VA 22314.

Duration of video must be 30 seconds, and formats accepted are:

- BetaCam, DV Cam, DVD
- MPEG: **minimum** 640 x 480, at 30 frames/second
- AVI: **minimum** 640 x 480, at 30 frames/second
- PowerPoint: no transitions and audio must be in a separate file.
- QuickTime

Flash CANNOT be accepted. Compressed files cannot be accepted.

Please include contact information should there be any technical questions.

HOTEL ROOM DROPS

(reservation deadline: September 21 | delivery deadline: October 13)

Product Approval: An image or SINGLE sample of the product should be sent to Matt Danzig for approval.

Material Delivery: Please provide **3,000 samples** to designated warehouse.

Shipping information for samples will be provided with your Hotel Room Drop confirmation. Please contact Matt Danzig at (703) 518-4281 or mdanzig@nacsonline.com with any questions.

NACS SHOW PROGRAM & DIRECTORY ADVERTISING

(ad reservation deadline: September 1 | materials deadline: September 15)

Delivery: Please send ad file on disk with color proof to: Jennifer Nichols, NACS, 1600 Duke Street, Alexandria, VA 22314. NACS will not be responsible for errors in production if advertiser does not comply with these material requirements.

Dimensions:

Trim size: 8-1/4" x 10-7/8"

Full Page Bleed: 8-1/2" x 11-1/8"

Full Page Non-Bleed: 7-1/16" x 10"

Half Page: 7-1/16" x 4-7/8"

Quarter Page: 3-7/16" x 4-13/16"

File Format: high resolution, CMYK PDF files are preferred. Please inquire about other file formats.

NACSSHOW.COM BANNER ADVERTISING

(materials deadline: due 5 days before your preferred start date. Suggested start period is July -August).

Delivery of materials: Please send banner files 5 business days prior to when you want your ad to appear, including click-through URL by email to jnichols@nacsonline.com.

SQUARE BUTTON image dimensions: 150 x 150 pixels (square).

HALF BUTTON image dimensions: 75 x 150 pixels

Image properties: RGB, 72 dpi

File type: gif, animated gif, jpg or Flash

File size: no more than 20k

NACS DAILY E-NEWSLETTER BANNER ADVERTISING

(materials deadline: due 5 days before your preferred start date)

Delivery of materials: Please send Ad files 5 business days prior to when you want your ad is scheduled to appear, including click-through URL by email to jnichols@nacsonline.com.

LEADER BOARD BANNER AD (across the top) image dimensions: 728 x 90 pixels

TILE AD image dimensions: 120 X 60 pixels

Image properties: RGB, 72dpi

File type: gif, animated gif, or jpg

File size: no more than 20k

NACS TV ADVERTISING

(reservation deadline: September 15 | materials deadline: September 28)

Delivery: Please mail video materials to: Jennifer Nichols, NACS, 1600 Duke Street, Alexandria, VA 22314.

Professional Tape Formats: Beta SP or DVCam.

Digital Files: H-264 (1024 X 768 pixels) or Pro Res 442 (1024 X 768 pixels).

NACS TV TICKER

(reservation deadline: September 15 | materials deadline: September 28)

Delivery: Please e-mail ticker text (25 words or less) to Jennifer Nichols jnichols@nacsonline.com