

# NACS SHOW MEDIA OPPORTUNITIES

*Please Share This with Your Company's Marketing/Public Relations/Promotions Staff*

- Are you announcing or debuting a new product or service at the NACS Show?
- Do you have an interesting visual or special event in your booth?
- Is there a significant news "hook" or trend that ties into your new product or service?
- Do you want to share this information with the widest answer possible?

## **Then let NACS help you tell your story!**

*Before your company goes to the NACS Show, find out how you can take advantage of opportunities to generate press coverage of your company's products and services.*

The NACS Show is the convenience and petroleum industry's premier showcase of the latest products and services sold in stores, innovative new ideas to serve customers and new approaches to making convenience even more ... convenient.

The NACS Show also provides a prime opportunity to get your products and services in front of top industry media representatives who are looking for story ideas. More than 100 reporters and editors from the national media and the industry's top trade publications come to the NACS Show for the same reasons buyers do: to see what's new, learn about trends and meet the people who make the industry work.

Also, don't forget that NACS is a media outlet, with its award-winning monthly *NACS Magazine*, *NACS Show Daily*, *NACS Daily News*, 24/7 blog, and NACS TV video, in addition to its active media outreach. Remember to include NACS on your media contacts list.

The NACS Show provides a wonderful opportunity to distinguish your company, your products and services, and your booth on the Show floor. Here are some tips to help you gain maximum exposure at the Show.

## **■ PLANNING A MEDIA STRATEGY FOR THE NACS SHOW**

### **Pre-Show**

- ***Determine your message/objective.*** What do you want people to know about the products and services your company is exhibiting? Develop two or three key messages, which you want customers to remember. Support these messages with "proof points": facts supporting the overriding statement. (Examples of fact sheets, proof points, and messages developed by NACS can be found at [www.nacsoline.com](http://www.nacsoline.com) under the "News & Media Center." Carry these themes through to your press materials and in your booth.
- ***Determine your audience.*** Who do you want to reach and through which media outlets? Trade publications are the best way to reach retailers. General media outlets (newspapers, radio, television) are best for reaching customers directly. Develop a media list or update any lists you may already have. You may want to call the publications directly to ensure you have the most recent information and the appropriate contact names. If consumers are a key audience, consider sending your press releases or press kits to the local media to generate coverage at the NACS Show. **NACS will provide exhibitors with a list of registered press upon request.**

## NACS SHOW MEDIA OPPORTUNITIES CONTINUED.....

- ***Differentiate yourself.*** Send new product information to the trade press to alert reporters to new and exciting products that will be on display at the NACS Show and let the media know who should be contacted for further information. Try to think about a unique news angle — why would reporters be interested in your story?
- ***Know reporters' schedules and communicate early.*** Most monthly and weekly publications have a longer editorial planning cycle than daily papers and broadcast programs. For monthlies, the lead-time is often two months or more. Contact them early so they can plan on attending the NACS Show, or work with you on developing a story. A week or two before the NACS Show is too late.
- ***Remember the local angle.*** Send out press releases or media kits to the newspapers, radio and television stations in your local area to let them know about your participation in the NACS Show. The first step is to identify the appropriate daily and weekly newspapers that you would like to receive the information. Then, using the contact information that is listed on the masthead, fax, e-mail or mail the release you've customized for your use to the appropriate media contacts. For local television and radio stations, find their telephone numbers in the Yellow Pages (or by searching for the Web site online) and ask the receptionists to give you the name and contact information of the assignment editor.

NACS has developed a template press release that you may want to use, which is included at the end of this section. This template release is one of many media assistance programs that NACS develops for its members' use. Refer to the News & Media Center at [www.nacsonline.com](http://www.nacsonline.com) for resources dedicated to industry media outreach assistance.

- ***Use NACS as a resource.*** Send a list of your NACS Show activities (special events, press conferences, celebrity appearances, etc.) to the NACS Communications team for daily posting in the Media Center at the convention center. Are you planning an event with visuals? Tell the NACS Communications team about it for consideration in the online NACS Daily, in *NACS Magazine* or *NACS Show Daily*, for NACS TV or on the 24/7 blog. We will honor all embargoes on special announcements.
- ***Consider media events.*** Send a media advisory to the trade press announcing any special events your company may be holding at the NACS Show. A media advisory is similar to a press release, but has the heading "Media Advisory" above the headline, and highlights one specific event. (A sample media advisory is included at the end of this section.) Be sure to include your booth number. Place follow-up calls to determine the amount of interest your announcements are generating and to develop a list of reporters planning on attending your special event, or to set up interview appointments.

## NACS SHOW MEDIA OPPORTUNITIES CONTINUED.....

- **Bring press materials to the NACS Show.** Write press materials and assemble press kits to be distributed at the NACS Show. A press kit may include press releases, a schedule of events you are holding at your booth, background information about your company, product information, media advisories, and camera-ready artwork (i.e., company or product logos).
- **Have your PR person contact us:** NACS will work with you to spread your message, from sending out weekly updates with media registration and contact information, to tips on how you can maximize your exposure at the show. Remember, we can only tell your story and carry your message to the media if we know about it.

### **At the NACS Show**

- Bring your press kits to the NACS Show Media Center at the convention center. Be sure to keep some press kits in your booth to hand out as you meet with reporters.
- Contact the Media Center on-site with any major breaking news during the NACS Show. This news will be posted on a bulletin board inside the Media Center for all media to read.

### **The NACS Media Center**

The NACS Media Center features an area where press attending the NACS Show can pick up your materials. Exhibitors may mail press kits prior to the Show, or drop the kits or any other information that you want to communicate to the press on-site. The Media Center will be staffed throughout the NACS Show, beginning Saturday, October 1. You should consider bringing approximately 20-40 kits to the pressroom. Please hand deliver them to ensure that they arrive.

### **Post-Show**

Don't let your press kits go to waste. Before you leave the NACS Show, be sure to stop by the Media Center and pick up any extra kits. You may want to use them for follow-up mailings to key reporters not present at the Show.

Within a week of the NACS Show's conclusion, send a follow-up press release to key media covering your companies' activities at the Show. (NACS will furnish you with a complete media registration list upon request.) The release should contain the following, which can be used in any follow-up articles that may run relating to the Show:

- What happened at your booth;
- Which products attracted the most interest and why;
- Any updates to specifications or other information contained; and
- Future expectations relating to your company's new products.

You may also want to post copies of your press releases or other NACS Show-related materials on your company's Web site. Let reporters know in your press releases and your press kit the address of the Web site so they can refer back to your materials electronically.

## ■ PRESS RELEASES:

### ONE TOOL FOR DELIVERING YOUR MESSAGES

Press releases give you the opportunity to disseminate information about your products and services before, during, and after the NACS Show. A press release is one of the best tools you can use to raise awareness of and generate excitement for your products and services in the trade press.

Before the NACS Show, an advance press release is the equivalent of giving a reporter a “heads-up” that you have a product or service that deserves some attention because it is new, unique, or plays an important part in the convenience and petroleum retailing industries. It is an opportunity for you to get your key points across about your product or service, as well as a chance to alert the reporter to your booth’s location on the NACS Show floor so they can come and see for themselves.

After the NACS Show, a press release is like a follow-up call, reminding the reporters why your products and services are unique and reiterating the information they learned about you at the Show. It is a reference point — reporters visit many booths at the NACS Show and talk to many people, so a post-NACS Show press release can help you stand out from the crowd in a reporter’s mind.

### Tips on Writing Effective Press Releases:

**Why Should I Write a Press Release?** It’s not enough just to say your company will be exhibiting at the NACS Show — remember, about 1,200 other companies can say the same thing. Instead, your press release should focus on new products or services being introduced at the NACS Show, unique aspects of your product or service and why it is important to the industry.

**How Do I Get Started?** Start with a strong headline to grab readers’ attention so they will want to continue reading your release. The headline should give a good idea of the subject of the release, while also making the reader want to know more. Type the headline in a larger font size than the text of the release in order to set it apart.

**What Do I Say?** Before you get to the facts and figures, be sure to type a dateline to let the reader know where the release originated and the date it can be used. For example, a NACS Show release would list the NACS Show location and the date (i.e., CHICAGO—October 2, 2011).

The first paragraph of your release should be brief and to the point, telling the reader who, what, when, where and why. It should inform the reader and make them want to read more about your product or service, and should include important information, such as your booth number on the Show floor, any aspects of your product or service that are new or unique, facts about your product or service such as availability, price, or features. *It should be the one sentence that best explains what you are announcing.* Avoid slang, jargon, acronyms, cliches or language that seems too much like a sales pitch. Reporters are looking for “just the facts,” so they are a different audience than your potential customers. Also, find fun ways to put things in context. To define the reach of convenience stores, NACS likes to tell reporters that convenience stores are

responsible for 4 percent of the country's gross domestic product (or one of every 25 dollars spent in the country), an impressive number. (Convenience store sales were \$575 billion in 2010; the gross domestic product was \$14.6 trillion.)

***Should I Include a Quote?*** Yes! Quoting a top company official gives the reader a frame of reference about why your product or service is important to the company, or what the reasoning is behind different aspects of your product or service. It is also an excellent way to state an opinion about the product or service. Try to avoid going overboard, though. The more interesting the quote, especially how it ties back to the end user of your product or service, the more likely it is to be included in a story

***Anything to Avoid?*** You know your product or service better than anyone, but that can be a challenge. Try to avoid explaining it in too much detail; reporters prefer things explained as simply as possible. Try to avoid touting the features of your new product or service; focus on the benefits instead. Don't Capitalize Words at random to make them stand out. And don't upper case words – like PRODUCT NAMES – to make them stand out.

***What Else Do I Need to Include?***

- Any information on events that your company is sponsoring during the Show, along with an invitation for reporters to attend;
- A contact name, address, telephone number, and e-mail address in case reporters have questions;
- Your booth number;
- If possible, a photograph of the product you are featuring;
- Background information on your company (i.e., where it is based, what products it manufactures, and any other relevant information); and
- Be sure to proofread the release very carefully.

The NACS Communications team can serve as your resource for media relations before, during, and after the NACS Show. For more information, contact NACS Vice President of Communications Jeff Lenard at (703) 518-4272; [jlenard@nacsonline.com](mailto:jlenard@nacsonline.com); mobile (703) 608-5922.

***(TEMPLATE EXHIBITOR PRESS RELEASE)***

FOR IMMEDIATE RELEASE  
(Date)

Contact: (List company contact)  
(Contact phone number)  
(Contact e-mail)

**NAME OF COMPANY to Exhibit at Convenience Store Industry National Meeting in Atlanta**

**CITY, STATE—NAME, TITLE**, of **COMPANY**, located in **CITY**, will exhibit its newest products, including **(LIST)** at the NACS Show, October 2 to 4, at McCormick Place in Chicago.

The conference, sponsored by the National Association of Convenience Stores (NACS), is ranked one of the 50 largest annual trade shows in the country by *Tradeshows Week*. Approximately 23,000 industry representatives are expected to attend the tradeshow and exposition. The NACS Show is renowned as a place to see new products and services before they are launched.

**(DESCRIBE PRODUCTS/SERVICES)**

**(QUOTE FROM COMPANY LEADER)**

The U.S. convenience store industry, with more than 146,000 stores across the country, posted \$575 billion in total sales in 2010.

For more information on **COMPANY**, contact **COMPANY CONTACT**. For information on the convenience store industry, contact Jeff Lenard at NACS at (703) 518-4272, e-mail [jlenard@nacsonline.com](mailto:jlenard@nacsonline.com), or log on to [www.nacsonline.com](http://www.nacsonline.com).

*End with your “boilerplate” – a short 80- to 100-word description of the company. For example, this is the one that NACS currently uses:*

Founded in 1961 as the National Association of Convenience Stores, NACS ([nacsonline.com](http://nacsonline.com)) is celebrating its 50<sup>th</sup> anniversary as the international association for convenience and fuel retailing. The U.S. convenience store industry, with more than 146,000 stores across the country, posted \$575 billion in total sales in 2010, of which \$385 billion were motor fuels sales. NACS has 2,100 retail and 1,600 supplier member companies that do business in nearly 50 countries.

**(EXAMPLE OF A MEDIA ADVISORY)**

- What:** The 2011 NACS Show  
Sponsored by the National Association of Convenience Stores (NACS)
- When:** October 1-4, 2011
- Where:** McCormick Place  
Chicago, IL
- Why:** The NACS Convention is the \$575 billion convenience and petroleum industry's premier event. The exposition, with more than 1,200 exhibitors, has become *the* place to learn about new products and services before they are introduced; last year, more than 250 new products were on display at the Cool New Products Preview Room, including several that debuted there.

**Details:** The NACS Show is listed as one of the 50 largest trade shows in the country by *Tradeshows Week* magazine, and is considered to be the nation's pre-eminent show for buyers. The NACS Show is ranked as the top show in the country in terms of "buying plans" (a measure of the likelihood of attendees purchasing after attending a show) and attendees' "buying influence." Approximately 23,000 people are expected to attend the four-day meeting. In addition to some 70 workshops and presentations focusing on key areas of interest to retailers, the 380,000-square-foot exposition will feature more than 1,200 exhibitors. A Cool New Products and Services Preview Room, where retailers can view the industry's latest product introductions, and a "Congreenience store" focusing on new trends in sustainability, also will be part of the exhibition.

To find out the latest updates on the convention and exposition, log on to [www.nacsshow.com](http://www.nacsshow.com).

**To register:** Complimentary press registration is available for the event.  
Contact: Jeff Lenard: (703) 518-4272, [jlenard@nacsonline.com](mailto:jlenard@nacsonline.com)

# INFORMATION FOR THE MEDIA

## NACSSHOW<sup>®</sup>

Please complete this form (if appropriate) and return by fax (703/836-4564), e-mail ([jlennard@nacsonline.com](mailto:jlennard@nacsonline.com)) or mail (NACS, 1600 Duke St., Alexandria, VA 22314) to Jeff Lenard at NACS. (Attach additional information/sheets if necessary.)

### EXHIBITOR INFORMATION

Exhibitor company name/booth number \_\_\_\_\_

Exhibitor PR Contact name/title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Cell (if appropriate) \_\_\_\_\_

### NEWS/SPECIAL EVENT

#### For new products/services

Name(s) of new products/services \_\_\_\_\_

When did/will these products debut? \_\_\_\_\_

What consumer trend does this address? \_\_\_\_\_

Brief description(s) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

#### For special events (NACS will honor all embargoes on news)

Type of event:

Celebrity appearance \_\_\_ Media reception \_\_\_ Other (please specify) \_\_\_\_\_

Name of celebrity/event \_\_\_\_\_

Time of event \_\_\_\_\_

Celebrity publicist/contact info (if appropriate) \_\_\_\_\_

Do you want your information publicized? Yes \_\_\_ No \_\_\_

Do you have an embargo on your news? Yes (date/time) \_\_\_\_\_ No \_\_\_

Do you want to receive weekly e-mail updates on media attendance/news?

Yes (provide-mail address) \_\_\_\_\_