

## 2011 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, 2011.

### COOL NEW PRODUCTS – NACS MAGAZINE SHOW EDITION

(space reservation deadline: September 5 | materials deadline: September 12)

**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](mailto:jnichols@nacsonline.com)

#### MATERIAL REQUIREMENTS

- 1) **Product Information:** please include headline, product name, and company name as you wish it to appear in the listing. Word limit for each: 50 characters with spaces.
- 2) **Promotional Copy:** No more than 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 URL** for sales leads.
- 5) **Image requirements:** 1 image of product (multiple images for 1 listing are not accepted). Must be “pure” image file at 300 dpi resolution, approximate size of 3”x3”, JPG, TIF or EPS format. Images embedded in PDF, Word, or PowerPoint cannot be accepted.

### COOL NEW PRODUCTS PREVIEW ROOM

#### Preview Room Product Details

(reservation deadline: August 18 | product details deadline: August 22)

**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, 2011 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: TBD)

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.

#### 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 Friday, September 30 between 4pm and 8pm. Displays cannot be changed once the Preview Room opens to retailers only at 7:30am Saturday, October 1.**

- There is no sampling of product in the Preview Room. These are displays only. Equipment that dispenses product should only be in display mode.
- NACS is not responsible for the loss, theft or damage of products inside of the Cool New Products Preview Room.
- 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: August 15 | materials deadline: August 22)

**Delivery:** Video files should be sent to Leigh Walls at NACS, 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
- WMV: **minimum** 640 x 480
- PowerPoint: no transitions and audio must be in a separate file.
- QuickTime

Flash CANNOT be accepted. Low resolution files cannot be accepted, nothing less than Standard Definition (640 x 480).

Please include contact information (name, phone, e-mail) should there be any technical questions.

## NACSSHOW.COM BANNER ADVERTISING

(materials deadline: due 5 days before your preferred start date. Suggested start period is the month of September).

**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](mailto:jnichols@nacsonline.com).

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

**Image properties:** RGB, 72 dpi

**File type:** GIF, animated GIF, JPEG or Flash

**File size:** no more than 40k

## NACS TV ADVERTISING

(reservation deadline: September 1 | materials deadline: September 13)

**Delivery:** Please mail video materials to: Jennifer Nichols, NACS, 1600 Duke Street, Alexandria, VA 22314 or email to [jnichols@nacsonline.com](mailto:jnichols@nacsonline.com).

**Professional Tape Formats:** Beta SP or DVCam.

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

## HOTEL ROOM DROPS

(reservation deadline: August 18 | delivery deadline: September 22)

**Product Approval:** An image or SINGLE sample of the product should be sent to Rose Johnson 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 Rose Johnson at (703) 518-4218 or [rjohnson@nacsonline.com](mailto:rjohnson@nacsonline.com) with any questions.

## NACS SHOW MOBILE APP – BANNER AD/LANDING PAGE

(reservation deadline: 72 hours prior to upload date | materials deadline: 48 hours prior to upload date)

### BANNER AD

**File type:** .jpg or .png, 72 dpi; Size: 320 (wide) x 55 pixels (high), no visible graphic borders

**File suggestions:** include booth #

### LANDING PAGE

**File type:** .jpg or .png, 72 dpi; Size: 320 (wide) x 418 pixels (high), no visible graphic borders

**File suggestions:** Include a coupon, contest info, special offer, show special product introduction, special guest, demo schedule or other company or product information. Must contain button graphic such as "Product Brochures" or "More Info." When clicked, the user will be taken to Exhibitor Info Page. Submit to Core-Apps at [artdepartment@core-apps.com](mailto:artdepartment@core-apps.com), or (301)604-3055.

## NACS SHOW MOBILE APP MULTIMEDIA AD

(reservation deadline: 72 hours prior to upload date | materials deadline: 48 hours prior to upload date)

*Note: NACS TV advertisers pay just \$2,000 for this additional feature, (a \$1,000 savings!).*

This includes a Banner Ad and Landing Page – please see instructions above on submitting those elements, then submit your video.

**File format:** Submit video in its rawest, highest-resolution format. Our technical staff will handle the details to be sure it plays on the devices we support. Exhibitors are encouraged to submit the video in 3:2 aspect ratio. We would prefer HG h264 with AAC audio, but if adding letterbox to output 3:2, then our system will do that automatically, if needed. Please contact our vendor, Core-Apps to receive instructions and information on uploading a video: [artdepartment@core-apps.com](mailto:artdepartment@core-apps.com), or (301) 604-3055.

## NACS SHOW MOBILE APP (Graphic Art Service)

Need help creating a banner ad and landing page? Please contact our technology partner, Core-Apps. [artdepartment@core-apps.com](mailto:artdepartment@core-apps.com); (301) 604-3055. \$150 ad creation fee paid directly to Core-Apps for graphic art service.

**File format:** Submit graphic images in .jpg format (at least 300 dpi), plus include text, links, phone numbers and any discount code information.