

NACStech[®]
NACS PCATS[™]

MAY 5-7, 2010

ERNEST N. MORIAL CONVENTION CENTER

NEW ORLEANS, LA

**2010 EXHIBIT SPACE
APPLICATION**

NACS—The Association for Convenience and Petroleum Retailing

May 5-7, 2010 • Ernest N. Morial Convention Center • New Orleans, LA

Application for exhibit space at the **NACStech 2010** tradeshow indicates the applicant's willingness to abide by all the exhibit terms and conditions as outlined on all pages of this document. This application will become a contract when countersigned by NACS Show Management.

COMPANY NAME _____

TYPE/PRINT COMPANY NAME EXACTLY AS YOU WISH IT TO APPEAR IN ALL TRADE SHOW MATERIALS

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE () _____ FAX () _____

COMPANY WEB SITE ADDRESS _____

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.

Prefix First Name Last Name Suffix

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 _____

Type of Space Preferred:

Corner In-line Perimeter Island

Booth Size Desired:

_____ ft. (depth) x _____ ft. (width) = _____ total sq. ft.

Booths Desired: List booth numbers. You may also highlight desired booth(s) on a copy of the floorplan.

1st Choice _____ 2th Choice _____ 3rd Choice _____
4th Choice _____ 5th Choice _____ 6th Choice _____

Competitors/types of companies from whom we desire booth separation:

Separation cannot be guaranteed, but every effort will be made to accommodate separation requests.

1. _____
2. _____

Payment & Application Instructions

A deposit of one-half of the booth fee **must** accompany this application. Final payment of the balance due of the rental is due upon receipt of invoice from NACS and/or by February 5, 2010.

Exhibiting Company is (please check one):

- NACS Supplier Member* \$24 per square foot
 PEI Member* Both*

- Non-Member \$34 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.

Become a NACS member—apply for NACS membership and booth space at the same time. Include a membership application and an additional \$750 for membership dues with the booth deposit. Submit all fees in one check, or include with credit card payment below.

A membership application can be obtained by going to www.nacsonline.com. Please be sure to click on "Supplier Membership".

Total Booth Rental Fee:

_____ X \$ _____ = \$ _____
Sq. ft. desired Sq. ft. rate Total booth cost

Deposit Amount: \$ _____

- Yes, I want to become a NACS member
Please include the 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 _____

Billing Address _____

NACS USE ONLY

- PEI Member HC Member
 Member Non-Member New Member

Co. # _____ Dep. Date _____

Check # _____

Deposit \$ _____ Balance \$ _____

A: _____ R: _____

Final payment due on or before February 5, 2010

Space assigned:

Booth(s) _____

Size _____

- Corner In-line Perimeter Island

NACS Exposition Manager

Date ____/____/____

Primary Product Area - Booth Placement Criteria

(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.)

Brief Description of Products or Services

Please briefly and clearly describe your products/services relative to the convenience store industry. This description will only be used to justify your eligibility in **NACStech 2010**. The information listed below will not be printed in any marketing materials. Company information for the *Directory of Exhibits* will be collected at a later date.

Product Category

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 and will not be printed in any NACS materials.

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounting (2000) | <input type="checkbox"/> Electronic Kiosks (6030) | <input type="checkbox"/> Power Conditioners/UPS Systems (5580) |
| <input type="checkbox"/> Age Verification—Products (6006) | <input type="checkbox"/> Facilities Management (2065) | <input type="checkbox"/> Price Optimization (6100) |
| <input type="checkbox"/> Age Verification—Services (2017) | <input type="checkbox"/> Financial Services (2070) | <input type="checkbox"/> Radio Frequency Providers (6110) |
| <input type="checkbox"/> ATM Equipment (4000) | <input type="checkbox"/> Heating & Cooling—HVAC (2080) | <input type="checkbox"/> Satellites (6120) |
| <input type="checkbox"/> ATM Services (4010) | <input type="checkbox"/> Industry Data/Business Intelligence/Analysis (2085) | <input type="checkbox"/> Security Equipment (2160) |
| <input type="checkbox"/> Automation Consultants (6001) | <input type="checkbox"/> Inventory Optimization (6040) | <input type="checkbox"/> Security Services (2170) |
| <input type="checkbox"/> Back Office & Head Office Software/Hardware (6002) | <input type="checkbox"/> Knowledge Management (6045) | <input type="checkbox"/> Software (6121) |
| <input type="checkbox"/> Bar Code Scanners (6003) | <input type="checkbox"/> Loyalty Programs (6050) | <input type="checkbox"/> Sustainable Systems (6125) |
| <input type="checkbox"/> Biometrics (6007) | <input type="checkbox"/> Management Consultants (2040) | <input type="checkbox"/> Tanks—Petroleum Equipment (5770) |
| <input type="checkbox"/> Cash Handling Systems (6004) | <input type="checkbox"/> Mobile Applications (6055) | <input type="checkbox"/> Telephone Services & Systems (6130) |
| <input type="checkbox"/> Check Recovery Verification Services (6005) | <input type="checkbox"/> Money Orders (4240) | <input type="checkbox"/> Training Services—CBT (6150) |
| <input type="checkbox"/> Computer Software (6000) | <input type="checkbox"/> Networks/Communications (6060) | <input type="checkbox"/> Training Services—Help Desk (6160) |
| <input type="checkbox"/> Computers (6010) | <input type="checkbox"/> Other Technology Equipment & Accessories (6070) | <input type="checkbox"/> Training Services—Online (6140) |
| <input type="checkbox"/> Dispensers—Petroleum (5150) | <input type="checkbox"/> Other Technology Services/ASP's (6080) | <input type="checkbox"/> Training Services—Other Services (6170) |
| <input type="checkbox"/> Disaster Recovery/Business Continuity Planning (2050) | <input type="checkbox"/> Personnel Services & Consultants (2150) | <input type="checkbox"/> UST Monitoring/Inventory/Fuel Management (5790) |
| <input type="checkbox"/> Displays for Gas Pumps (5160) | <input type="checkbox"/> Point-of-Sale Software/Hardware (6090) | <input type="checkbox"/> Vending (2201) |
| <input type="checkbox"/> Electronic Funds Transfer (6020) | <input type="checkbox"/> Point-of-Sale Systems (5570) | <input type="checkbox"/> Wireless (6180) |

Eligibility to Exhibit

The **NACStech** tradeshow is designed specifically to showcase technology for the convenience store/petroleum marketing industry. To qualify to exhibit, all products/services must meet the guidelines as outlined in the **NACStech 2010** Exhibitor Prospectus. ONLY the products/services meeting the guidelines may be exhibited.

Describe **ALL** the products/services that will be displayed and **HOW** they meet the eligibility requirements as outlined in the Exhibitor Prospectus. Only products/services listed below that are approved by NACS Show Management may be displayed.

In addition to completing the above, please attach company literature to further describe your product.

Application MUST BE SIGNED before space can be assigned.

FAXES WILL NOT BE ACCEPTED.

The undersigned party warrants that he/she has authority to bind contractually the organization he/she represents to the terms and conditions of this document.

Authorized Signature _____

Date _____

Title _____

Please make copies of ALL sides for your files and return original to the NACS

FIRST CLASS MAIL*

NACS

PO Box 34770 • Alexandria, VA 22334-0770

*Note: This is a bank lock box — only first class mail accepted — do not send via overnight mail service

OVERNIGHT/EXPEDITED DELIVERY ADDRESS

NACS

Attn: Exhibits Department

1600 Duke Street • Alexandria, VA 22314

Phone: (703) 684-3600