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In 2016, we visited Intel’s innovation center and saw firsthand how the company has remained relevant and valuable.

In many ways, parallels can be drawn to today’s business climate. Experts say this is a watershed moment from a political, social and technical perspective — one that brings special challenges for business owners, particularly small businesses.

That’s why we’ll be exploring this more intently at The NAMA Show in March. We’ve invited two leading thinkers to share their views on how this moment in time is grounds for optimism and how it can be leveraged by business leaders. Political analyst Matthew Dowd and futurist Brian Solis will deliver side-by-side keynote talks during our general session in Las Vegas.

Dowd is a political consultant and chief political analyst for ABC News. For 30 years, he has helped shape strategies for CEOs, corporations, governments, presidents and candidates, including serving as chief strategist for the Bush-Cheney campaign in 2004. In his new book A New Way: Embracing the Paradox as We Lead and Serve, Dowd examines the role of leadership in disruptive times. He draws on his wealth of political experience, historical milestones and personal life challenges to offer up a more effective model of leadership, including specific paradoxes that innovative leaders must embrace.

Solis is a leading digital strategist and author of What’s the Future of Business? Changing the Way Businesses Create Experiences. In his book, he argues that the future of business comes down to shared experiences and engagement of people—albeit consumers, employees or customers. He shows how experience design drives better customer relationships and, ultimately, more successful businesses.

At The NAMA Show, these two respected thought leaders will bring us distinct but interrelated perspectives on how to make sense of and adapt to today’s rapidly changing environment. The session will conclude with a fireside chat, to take a deeper dive into these concepts and their relevance for the industry. There’s something for everyone in this unique, double-header presentation and a message of hope and confidence for the future.

You’ll experience this thought-provoking session only at The NAMA Show in March in Las Vegas. I know you’ll leave feeling inspired and empowered.

See you there!
It’s ironic that our devices can impede the very productivity they’re intended to facilitate.

As you step into your next meeting, count the number of devices. If your workplace is like ours — and I bet there are some similarities — you’ll find that the devices outnumber the people by at least 2 to 1. This environment can make leading teams difficult, but it can also be a catalyst for change.

A simple yet powerful mantra that has resonated with me lately is “Be Here Now.” This term is used by leaders at Senn Delaney, founded in 1978 as the first company to focus exclusively on transforming organizational cultures.

According to Senn Delaney, the consequences of not being fully present are numerous and far reaching:

• “Busy” minds don’t allow us to tap into our wisdom, our common sense or the intuitive part of the brain that drives creativity.
• We don’t listen well to others when our minds are distracted and unfocused.
• Meetings are less productive and result in less meaningful collaboration.

On the other hand, being more focused and in the moment leads to more meaningful interactions and higher quality work. As Senn Delaney leaders point out, “When people feel heard and appreciated, they feel better about you and about themselves and are more likely to produce their best efforts.”

Thus, the “Be Here Now” philosophy can markedly improve satisfaction among our employees. Employees who feel valued and engaged because someone really listened to them will go the extra mile and listen to their customers and focus on their needs — and that leads to business growth.

You’ll be able to explore this concept and others designed to breathe new life into your business at The NAMA Show in March in Las Vegas. Join me and colleagues across the industry for an eye-opening and inspiring learning experience. Together we can practice the art of “Be Here Now.”
The NAMA Show is the only place with all the resources you need to achieve your business goals and network with decision makers, influencers and innovators from across the convenience services industry.

From March 21-23 at the Las Vegas Convention Center, 4,500 industry members will convene to discover new products and technology, learn about industry trends and best practices, and grow their networks and their businesses. With a packed show floor featuring 300 exhibitors, the possibilities are endless.

**Education**

Our powerful education lineup kicks off Tuesday, including an updated Mastering micro markets workshop, an all-new sales program, and a Fundamentals of Building and Running a Successful Convenience Services Business workshop.

**New this year:** Five distinct conference tracks! Attendees can customize their professional development with this new education track format. Select a single track to follow or move around to attend the sessions that interest you most.

**Tracks include:**
- Business Development
- Technology
- Business Operations
- Consumer/Marketplace Trends
- Policy and Advocacy

**General Session – Two Impactful Keynote Speakers**

NAMA is excited to welcome futurist Brian Solis and political analyst Matthew Dowd to share the general session stage, delivering two impactful keynote talks. In this new, dynamic, side-by-side format, Solis and Dowd will challenge conventional thinking and provide attendees with two distinct, but interrelated perspectives on how to navigate this period of uncertainty and accelerated change.

Using insights and lessons from key moments in history, as well as the current social landscape, Solis and Dowd will make sense of political, societal and consumer trends, providing a broader context for interpreting current reality and inspiring a renewed sense of hope and empowerment for businesses and individuals alike. The General Session is sponsored by PepsiCo Foodservice.

The opening general session will also feature remarks by NAMA CEO Carla Balakgie and Chair Heidi Chico, the 2018 Annual Meeting and the presentation of the Industry Awards.

**We’ll see you on the show floor!**
**TUESDAY MARCH 20**

8:30am – 12:00pm

**Mastering Micro Markets**

This newly designed half-day course is a must attend session for anyone interested in advancing their micro market(s). Attendees will get an insider’s view of the best practices for transforming a static breakroom into a dynamic workplace destination through micro market conversions and augmentations. Industry leaders will discuss the current state as well as the future of the industry, trends in marketing strategies, social media applications, and the integration of cash and cashless payments systems and operating strategies to outline a path to successful micro market implementation.

**Speaker:** Mike Kasavana, NAMA Endowed Professor Emeritus; Jim Brinton, CEO Avanti Markets; Mike Lawlor, Chief Services Officer, USA Technologies; Sandy Schoenthaler, Three Square Market; Jen Tonio, Marketing Manager, 365 Retail Markets

**12:00pm – 1:30pm**

**Networking lunch for pre-conference session attendees**

**1:30pm – 5:00pm**

**Fundamentals of Building and Running a Successful Convenience Services Business**

This half day workshop, led by industry veteran Vic Pemberton, will provide you with the information and inspiration to help you make sense of all the “new” industry opportunities, technologies and trends that abound. You will gain valuable insight into streamlining operations, enhancing employee engagement and growing revenue. This not to be missed session is your opportunity to ask questions, challenge new and exciting ideas, and take away solutions.

**Speaker:** Vic Pemberton, Certified Executive Coach & CEO The Pepsi Companies

**THURSDAY MARCH 22**

7:00am – 4:30pm

**State Council Officers Breakfast** (by invitation only) LVCC Room S326

9:00am – 10:00am

Educational Sessions

10:00am – 5:00pm

Show Floor Open

**FRIDAY MARCH 23**

8:00am – 12:30pm

**Registration Open**

9:00am – 1:00pm

Show Floor Open

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**Unlock Your Company’s Growth Potential**

During this half-day session, the mystery of the sales process will be solved! This presentation will provide you with the fundamentals necessary to build an easy to understand, easy to execute sales program that provides new growth to your business and your bottom line. Industry experts will discuss the importance of creating your story, determining your USP, and connecting with prospects on an emotional level. You will also gain an understanding of how much to pay a sales person, the key metrics to monitor, and most importantly, the single most effective sales tool any operator has at their disposal. You will walk away from this session with clear and concise takeaways to ensure positive results!

**Speaker:** David Marler, Vice President, Sales and Marketing, LightSpeed Automation; Maeve Duska, Senior Vice President of Sales and Marketing, USA Technologies

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**KEYNOTE SPEAKERS**

**BRIAN SOLIS** is a Principal Analyst at Altimeter Group, a Prophet company where he is studying digital transformation and how businesses are investing in new models and strategies to design the new digital customer experience (DCX). Additionally, he studies corporate and startup innovation to learn how to disrupt markets before being disrupted. A digital analyst, anthropologist, and futurist, Solis has studied and influenced the effects of emerging technology on business, marketing, and culture. His research and his books help executives, and everyday people understand the relationship between the evolution of technology and its impact on business and society.

**MATTHEW DOWD** is a well-known and respected political consultant, commentator, and strategist. For the past 30 years, he has helped shape strategies and campaigns for CEOs, corporations, foundations, governments, candidates, and presidents. He is currently an analyst with Bloomberg, ABC News, and ABC’s This Week, and a columnist for National Journal. With triumphant political campaigns under his belt, he uses his wealth of experience to provide audiences with an insider’s view of the processes and players in American politics today and dishes out shrewd, tried, and true guidance for a better business and a better political brand.

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*Schedule as of 2/15/18, subject to change.*
Education Sessions by Topic Track

**Technology Track**

All sessions in this track will be held in S231-232

This track will help you understand the new landscape and the technologies being put in place to create smooth transitions around payment technologies, update machines, and increase ease of use for customers.

*This track will be live-streamed on Wednesday

**WEDNESDAY MARCH 21**

8:30am – 9:20am

**Technology Thought Leadership Session**

Sponsored by Vistar

9:30am – 10:20am

**Next Gen Technology**

Today’s convenience world is changing, allowing operators to connect with their customers in new, unique and dynamic ways. This panel will examine how the different generations of clientele purchase and consume products, how their behaviors are redefining how we accommodate them, and the technology that allows operators to better engage with their customers to bolster sales, customer satisfaction and loyalty.

10:30am – 11:20am

**Demystifying Mobile Payments**

Sponsored by Vistar

This session will provide a detailed overview of the ease-of-use, security and safety of cashless payments, including full explanations of various payments technologies, developed specifically to ensure security at the point-of-sale. Discussion will also include strategies and tactics to help with the decision-making process to equip your machines with cashless payment options.

**Speakers:**
- Evan Jarecki, Co-founder and VP of Sales, Gimme Vending

**Business Operations Track**

All sessions in this track will be held in S229-230

This track will provide you with best business practices to increase both the bottom line and customer loyalty.

**WEDNESDAY MARCH 21**

8:30am – 9:20am

**Family Business Next Gens - What Everyone in the Business Needs to Know**

Family-owned businesses face special challenges, and the “Next Gens” in a family business need to know how to successfully navigate these challenges in order for the family business – and the family – to reach their goals. From a business perspective, the Next Gens need to develop their leadership and management skills, as well as earn the confidence of their co-workers and their family. From a family perspective, the Next Gens need to maintain loving and trusting family relationships, while operating successfully in the business world. From an ownership perspective, Next Gens have to demonstrate their ability to be a responsible owner. In this session, Next gens will discuss real world examples and provide best practices to ensure family business success.

**Speakers:**
- Donald Levitt, President, Levitt Consulting, Inc., Moderator
- Chris Hart, Director of Micro Markets
- Southern Refreshment Service
- Mickal McMath, New Business Development, M&M Sales Company
- Duncan Smith, VP, COO, All Star Services
- Ashilyn Sunderman, VP, Smith Vending

9:30am – 10:20am

**A Holistic View of Loss Prevention**

Sponsored by Avanti Markets

As this industry starts to look more and more like retail operations, operators must take a holistic look at their business as it relates to loss prevention. This session will provide insights, best practices and use cases on key areas to consider, such as employee safety, internal and external theft, maintenance of critical equipment and rolling fleets, and emergency response planning, in order to preserve profit and prevent or limit any type of interruption to your business.

**Speaker:**
- Jim Brinton, CEO, Avanti Markets

10:30am – 11:20am

**From Theft to Cyber Attacks: How to Keep your Business Secure**

During this session, you will gain an understanding of the best practices necessary to keep your micro market, vending and dining locations safe from both cyber and physical theft. Discussion will include information on development of actionable plans to leverage the technology already in place to deter theft as well as how to implement security best practices.

**Speaker:**
- Krishna Vedula, CTO, 365 Retail Markets

11:30am – 12:20pm

**Understanding and Simplifying PCI Compliance**

PCI compliance is no easy task but without it, your business is much more likely to experience a data breach. This session will take a deep dive into the latest technologies and trends for PCI compliance and payment security, to guide you in understanding your specific obligations under the PCI Data Security Standard. You will walk away from this session with an understanding of how to create an action plan to simplify the PCI Compliance process for your business.

**Speaker:**
- Chris Bucolo, Director, Market Strategy, ControlScan
**Consumer/Workplace Trends Track**

**All sessions in this track will be held in S224-225**

This track will provide you with a thorough understanding of the up-to-the-moment trends driving customer loyalty, enhancing employee engagement and retention, and increasing your bottom line.

*This track will be live-streamed on Wednesday

**WEDNESDAY  MARCH 21**

8:30am – 9:20am

*A Tea-Riffic Talk with Twinings*

**Sponsored by Twinings**

Join Twinings for a “Tea-Riffic” chat on the growing segment of hot brewed tea for office breakrooms, pantry and micro-markets. This interactive session will provide you with an in-depth overview of the segment, along with consumer trends and best practices, and will answer your questions about the untapped potential of hot brewed tea.

**Speaker:** Kristin Overstreet, National Account Manager, Eastern Region, Twinings

9:30am – 10:20am

**Unmasking the Consumer**

Vending operators have traditionally run machine-centered businesses, focusing their attention on machines serviced by a route, sales per machine, service calls per machine, items filled/sold per machine, etc. However, we are in the midst of a radical transformation in the industry, and consumer expectations are increasing as technology in commerce rapidly advances. Automated retail businesses must start understanding consumer’s buying behaviors, creating 1:1 relationships that are relevant, personal, and engaging, to drive increased usage, satisfaction and loyalty. In this session, Dr. Paresh Patel will discuss how operators can begin implementing small changes to better position their businesses competitively for the future. These evolutionary changes will inevitably shift how operators think about tomorrow’s growth opportunity.

**Speaker:** Paresh Patel, Ph.D., MBA, Founder and CEO, PayRange

10:30am – 11:20am

**Moving Past Markets: Connecting the Campus of the Future**

**Sponsored by 365 Retail Markets**

Join industry leader 365 Retail Markets as they help you tap into emerging consumer trends and demonstrate how to optimize your location to increase your revenue and end user satisfaction. This session will provide an overview of new technologies, the future of the industry, and key best practices.

**Speaker:** Joe Hessling, CEO, 365 Retail Markets; Ryan McWhirter, Director of Product, 365 Retail Markets

11:30am – 12:20pm

**Absolutely Everything Healthy for Your Micro Market**

**Sponsored by Kellogg’s**

Hear the experts talk about trends in the Health & Wellness category, what it means to consumers, and how you can shore up your Micro Market to increase sales in this premium category.

**Speakers:** David Grotto, MD, RDN, LDN, Senior Nutrition Activation Business Partner, Specialty Channels and Frozen Foods, Kellogg’s; John Hostetler, Director of Category Management and Business Analytics, Kellogg’s

**THURSDAY  MARCH 22**

9:00am – 9:50am

**Nutrition and Wellness Trends**

Join industry leader 365 Retail Markets as they help you tap into emerging consumer trends and demonstrate how to optimize your location to increase your revenue and end user satisfaction. This session will provide an overview of new technologies, the future of the industry, and key best practices.

Join this panel of health and wellness experts, as they discuss the important trends on the horizon and best practices to ensure your business is on target. Discussion topics will include:

- The Intersection of Wellness and Sustainability – ‘Better for You’ vs ‘Better for the Environment’
- Striking the Balance: The Polarization of Consumption - Clean vs. Indulgence
- Starting a Wellness Program - First Steps and Best Practices

**Speakers:** Lucille Beseler, MS, RDN, LDN, CDE, President, Family Nutrition Center of S. Florida; David Grotto, MD, RDN, LDN, Senior Nutrition Activation Business Partner, Specialty Channels and Frozen Foods, Kellogg’s; Sylvia Rowe, SR Strategy; Diane Striegel, Corporate Planning Manager – Mondelez International

**Policy and Advocacy Track**

**All sessions in this track will be held in S226-227**

The rate of change in the convenience services space is faster and more innovative than it has ever been. With innovation comes acceptance, new exposure to regulation, and policy makers watching us with renewed interest. This track will help you understand what the policy makers are thinking and what you can do to help mold the future of policy and regulation.

**WEDNESDAY  MARCH 21**

8:30am – 9:20am

**NAMA Industry Census Results**

**Sponsored by the NAMA Foundation**

This session will provide an in-depth review of the NAMA Industry Census results. Understand the top-line outcomes as well as detail around the industry trends that will provide growth potential for your business. You will gain valuable insight into understanding consumer and industry trends related to better-for-you offerings, coffee and allied products, pantry, micro-markets and technology. This important session will assist attendees in better preparing and adapting for the future to ensure maximum business success and consumer happiness.

**Speakers:** Eric Dell, SVP, External Relations, NAMA, Moderator; Howard Chapman, President, Office Beverage Division, Royal Cup Coffee; Chuck Reed, VP & GM, Vending, Crane Payment Innovations

9:30am – 10:20am

**CYA - Covering your Assets**

In this presentation, operators will gain valuable insight into the three steps of servicing profitable accounts - closing, servicing and growing. Industry experts will discuss the art of closing the deal, and how to properly service the account to maximize revenues, customer satisfaction, and referrals. The discussion will conclude with strategies, tactics and best practices on how to grow accounts overall and create customer loyalty.

**Speaker:** Larry Oxenham, Author, Senior Advisor, American Society for Asset Protection

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**International Networking Event**

**(BY INVITATION ONLY)**

**WEDNESDAY  MARCH 21**

5–6 PM

**NEW PRODUCTZONE ON THE SHOW FLOOR**

*Schedule as of 2/15/18, subject to change.*
**Preview & Schedule**

**10:30am – 11:20am**

**A Capital View**
Join the NAMA Government Affairs Team as they provide a national and state level legislative and regulatory overview.

**Speakers:** Jason Eberstein, Director, State and Federal Affairs; Sheree Edwards, Regional Legislative Director; Sandy Larson, Senior Director and Counsel, Government Affairs

**11:30am – 12:20pm**

**Sexual Harassment in the Workplace - It Doesn’t Just Happen in Hollywood!**
Thanks to the recent Hollywood scandal and social media frenzy, awareness of sexual harassment in the workplace has never been higher. Employers must know how to not only be reactive, but be proactive as well, when dealing with sexual harassment complaints, conduct, and discipline in their workforce. This session will provide an overview of pertinent employee training, best practices for warding off offenders, how to properly investigate a complaint, and appropriate disciplinary actions for offenders. Ensure you and your employees are protected against harassing behavior and harassment litigation that follows when employees act inappropriately.

**Speaker:** Heather Bailey, L&E Partner, SmithAmundsen, LLC

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**Business Development Track**

All sessions in this track will be held in S226-227

This track will showcase best practices and provide information around increasing same account sales to impact your bottom line.

**WEDNESDAY MARCH 21**

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**8:30am – 9:20am**

**Artificial Intelligence (AI) for Business Growth: How the Coca-Cola Company is Leveraging A New Species of Thinking**

**Sponsored by Coca-Cola**

Join this in-depth session to hear about how traditional companies like Coca-Cola are leveraging AI to drive revenue and growth. Discussion will focus on how they have used AI to create new operational competitive advantage and real business results through augmenting business decision making and removing biases. The session will showcase best practices and real life examples of AI application.

**Speakers:** Scott Corley, Vice President, Coca-Cola North America; Ed DeFraine, Vice President Customer Care & Vending, The Coca-Cola Company; Matthew Robards, Co-Founder and Data Scientist, Hivery

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**9:30am – 10:20am**

**OCS Profits Beyond the Cup**
The times have never been better for operators to take advantage of the opportunity to increase same account sales at their office accounts. The demand for snack and drink products, driven largely by Millennial office workers, is expanding well beyond traditional Coffee Service. Additionally, there is a willingness for businesses to subsidize these new products! This session will explore these expanding menus as well as share insights and best practices as to how to enhance route operations to efficiently serve the customer and grow your bottom line.

**Speakers:** Dan Kozlak, Vice President Marketing, G&J Marketing and Sales, Moderator; Dave Carroll, Vice President, OCS and Micro Markets, Southern Refreshments; Melinda Grandell, Channel Director of Coffee, Tea, and Water, Accent Food Services; Tom Steuber, President/Owner, Associated Services

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**10:30am – 11:20am**

**Give Me Three Steps - Sales, Service and Growth**
In this presentation, operators will gain valuable insight into the three steps of servicing profitable accounts - closing, servicing and growing. Industry experts will discuss the art of closing the deal, and how to properly service the account to maximize revenues, customer satisfaction, and referrals. The discussion will conclude with strategies, tactics and best practices on how to grow accounts overall and create customer loyalty.

**Speakers:** Alan Munson, Chief Commercial Officer, Parlevel Systems, Moderator; Cory Lamb, IT Director, Mahaska; Anton Cary Novak, Owner and Operator, The Sterling Group NW; Zachary A. Oliver, Vice President, Dependable Vending
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Exhibitor List

365 Retail Markets.................................220
1743 Maplelawn
Troy, MI 48084
888.365.7382
365retailmarkets.com

Avanti Markets ......................................1211
1217 SW 7th Street
Renton, WA  98057
888.937.2826
avantimarkets.com

AWAKE Chocolate .................................1429
Axis Micro-Market Fixtures .....................1150
Azkoyen ...............................................435
B&G Foods ...........................................1535
Bai Brands, LLC .................................1443
Barcel USA .........................................1609
Barrie House Coffee Co. .........................537
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5 Hour Energy ......................................753

7-Eleven ..............................................1028
3200 Hackberg Road
Irving, TX  75063
972-828-2837

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Anderson Metal Corp Inc ....................1603
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Automated Merchandising Systems, Inc. ...839

Automatic Merchandiser .......................1612
1233 Janesville Avenue
Fort Atkinson, WI  53538
262.473.9231
vendingmarketwatch.com

Avanti Markets ......................................1211
1217 SW 7th Street
Renton, WA  98057
888.937.2826
avantimarkets.com

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3222 Phoenixville Pike, Suite #200
Malvern, PA  19355
610.430.2500
cranepi.com

Cranes Merchandising Systems ...........200
11685 Main Street
Williston, SC  29853
803.266.5000
cranems.com

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Mondelz International ................................ 804
100 DeForest Avenue
East Hanover, NJ 07936
973.503.2667
mondlezinternational.com

Monogram Food Solutions ......................... 1139
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Executive Plaza 1, 11350 McCormick Road
Hunt Valley, MD 21031
410.666.3800
nayax.com

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PepsiCo Foodservice ................................. 800
15 Warren Street
Somers, NY 10589
914.263.6683
pepsico.com

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Red Bull North America ......................... 835
4710 Pin Oaks Circle
Rockwall, TX 75032
972.672.4939
redbull.com/us/en

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410.666.3800
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Newco Enterprises, Inc. ....................... 443
Niagara Bottling, LLC ......................... 847
Ningbo Turando Electrical Appliances Co., Ltd .......................... 156

The Coca-Cola Company .......................... 821
1 Coca Cola Plaza
Atlanta, GA 30313
678.654.1089
cokesolutions.com
The Hershey Company
The Hershey Company
19 E Chocolate Avenue
Hershey, PA 17033
856.220.9116
hersheys.com

The J.M. Smucker Company
The J.M. Smucker Company
1 Strawberry Lane
Orrville, OH 44667
330.684.3163

The Promotion in Motion
Companies, Inc. 1036
The-Venders 1447
thinkThin 1353
Three Square Market 112
TMi Trading Corp. 1556
Treo Brands LLC 1627
TriTeq Lock & Security, LLC 1320
Truffoire Las Vegas 1529

Twinings North America
Twinings North America
777 Passaic Ave - Ste 230
Clifton, NJ 07012
973.919.2061
twiningsusa.com

Tyson
Tyson Foods
9990 Princeton-Glendale Road
Cincinnati, OH 45246
513.582.0359
advancepierre.com

Unifi
Unifi Strategies Group, Inc. 427
Uniserve 239

USA Technologies
USA Technologies
100 Deerfield Lane, Suite #140
Malvern, PA 19355
484.359.2159
usatech.com

Vendwatch Telematics
Vendwatch Telematics
1607, 1608

Vertex Water Products
Vertex Water Products
540

Vienna Coffee
Vienna Coffee
147

Vistar
Vistar
12650 E Arapahoe Road, Building D
Centennial, CO 80112
303.662.6897
vistar.com

Wonderful Pistachios & almonds
Wonderful Pistachios & almonds
666

X2 All Natural Energy
X2 All Natural Energy
1323

You Love Fruit
You Love Fruit
860

Zavida Coffee Company
Zavida Coffee Company
454

Vending Times

Vending Times

We’ll see you on the show floor!
EXHIBITORS

5 TIPS TO MAXIMIZE YOUR EXPERIENCE AT THE NAMA SHOW

You’re exhibiting at The NAMA Show in Las Vegas! With 300 exhibitors, it’s important to make your booth stand out among the crowd and we’ve created tools to help! Find them on the Exhibitor section of The NAMA Show website at thenamashow.org.

Here are 5 tips to help you maximize your exhibitor experience:

**TIP #1**
Update Your Online Listing
Operators are now searching The NAMA Show Exhibitor and Product lists and adding exhibitors to their “Attendee Planners” to visit during the show.

Update your booth profile NOW to get your company on as many attendee lists as possible!

Find it: When your exhibitor space and NAMA Membership are both paid in full, you will receive a link and password via email, allowing you to update your booth profile and badge registration.

**TIP #2**
Use Your Custom Invitation Registration Link
Drive more traffic to your booth! A custom registration link can be used to invite clients and prospects to The NAMA Show and your booth.

Send your customers and prospects a unique registration link and earn a complimentary registration for every 10 registrations generated.

Find it:
- Login to your Exhibitor Registration account
- Click on “Invite a Customer” (located under Company Information)
- Create a VIP Code (must be 7 characters)

**TIP #3**
Create a Campaign with a Low Cost, High Impact Sponsorship or Marketing Bundle
With a jam-packed show floor, it’s important to get your brand noticed! Get your share of leads and purchases with a customized sponsorship or marketing bundle.

**TIP #4**
Take part in two exciting new areas:

**The Captivation Station** is a 600 square-foot oasis on The NAMA Show exhibit floor, situated among innovative manufacturers’ and suppliers’ booths filled with new products, technology and equipment. Several presentations are scheduled during show hours. Each 20-minute session will deliver valuable information that operators can use in their businesses right away!

**The New Product Zone**
A special new feature on The NAMA Show floor where operators can discover new products and specials at the show. Operator-buyers will:
1. Discover new products in 8 category segments.
2. Request information on products they desire
3. Get an instant “road map” on where to find those products on the exhibit floor.

For questions, please reach out to Anthony O’Shea at 770.432.8410 x109.

**TIP #5**
Free Exhibitor Marketing Tool Kit
We have created free marketing tools for you to promote your participation at The NAMA Show! Find everything from email and new product press release templates to banner ads and social media ideas on our website.

Find it:
- Visit thenamashow.org and click on “Exhibit”
- Then scroll to “Promotional Tools”
You are headed to The NAMA Show 2018 in Las Vegas! Your mission: to find new products, services and solutions to grow your business. The NAMA Show has so much to offer and we want to help you get the most out your experience. Lots of helpful information can also be found at thenamashow.org.

Maximize your time at The NAMA Show with these insider tips and tricks:

**TIP #1**
Make a Plan
Develop and capture your goals for the show: Do you need to meet a new vendor? Find a new product? Learn how to streamline your business?

**TIP #2**
Create your custom show floor agenda!
Plan your time effectively on the show floor! Discover the latest and greatest technologies, products and services from 300 exhibitors, all at The NAMA Show! Use our Interactive Show Floor Planner to stay on top of the action.

The NAMA Show 2018 will feature exciting new business growth pavilions! Be sure to visit:
- New Product Zone
- Captivation Station
- FitPick Pavilion – Better-for-you snacks
- VEND THIS! – non-consumable vend items

Find it:
- Visit thenamashow.org, scroll down and click on “Showfloor Map”
- Explore the show floor map and learn about exhibitors
- Click on any exhibitor to visit their profile
- Add your favorites by clicking on the star symbol
- Looking for a specific type of exhibitor? Use the advance search option to find companies specifically tailored for your needs.

**TIP #3**
Create your custom education agenda!
Join us Tuesday to hear from thought leaders and industry experts during our pre-conference sessions:
- Mastering Micro Markets
- Unlock Your Company’s Growth Potential
- The Essentials of Building and Running a Successful Convenience Services Business

Find it:
Visit thenamashow.org/education for details, pricing and to register.

Join us on Wednesday Afternoon for our Opening Session
Keynote Address featuring Futurist Brian Solis and Political Analyst Matthew Dowd
Sponsored by PepsiCo Foodservice
In this new, dynamic, side-by-side format, Solis and Dowd will challenge conventional thinking and provide attendees with two distinct, but interrelated perspectives on how to navigate this period of uncertainty and accelerated change.

Join us on Wednesday and Thursday morning for our education sessions: Choose from 20+ education sessions within five dynamic conference tracks to customize your professional development experience.

**TIP #4**

Download and use the NAMA 365 Mobile App

The NAMA 365 Mobile App is your show GPS, helping you navigate all the valuable elements of this event. Find the schedule, floor plan, exhibitor listings, speaker bios and more, all in the palm of your hand. Free downloads are available from the Apple and Google app stores.

**Find it:**

To download, search for "NAMA 365" within your app store.