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The NAMA Show is one of my favorite times of the year. It’s when we as leaders in the convenience services industry come together to connect, to share and to learn.

There’s the excitement of the show floor, offering a once-a-year opportunity for you to experience all that’s new in our industry. There are new and novel ways of connecting with your colleagues, which always generate fresh energy and ideas. And there are robust education sessions, designed to take you on a knowledge journey that’s both inspiring and practical.

The educational lineup for this year promises valuable perspective on a range of business issues. Here are three I’m especially intrigued by:

**“The Tools You Need to Create Efficient Teams”** — This session will examine the latest technology and organizational best practices to encourage thinking around how your employees navigate their workdays. You’ll come away with lists of tools and apps to maximize your team’s effectiveness.

**“Sketching a Vision for the Future”** — This session will provide a framework for creating measurable and attainable goals for all personnel. You will learn how to narrow goals down to what is truly important and how to ensure employee engagement as well as company growth.

**“Reinventing Leadership for the Age of Machine Intelligence”** — This provocative keynote by futurist Mike Walsh will be the highlight of our opening general session. Walsh knocked our socks off at the most recent Executive Forum in Orlando. This time, as he addresses our entire NAMA Show audience, he’ll focus on a simple but powerful idea—how to be smart when machines are smarter than you.

In his new book, The Algorithmic Leader, Walsh posits that the accelerated use of technology means there’s no escaping data — it is the language driving business. Data is how we solve problems and manage people. Algorithms are the rubric through which that data is processed — the bridge between computation and real-world application. The value of algorithms is a game-changer, as they are capable of increasing efficiency, customizing transactions and improving the lives of consumers in increasingly astonishing ways.

In this debacle two years ago, a passenger was seriously injured while being escorted off an airplane to accommodate a crew member. Human judgement was not part of the algorithm that randomly selected this 69-year-old doctor to be “re-accommodated.” But the subsequent decisions of gate agents, law enforcement officials and others created nothing short of a disaster. The passenger, who suffered a broken nose, concussion and two broken teeth, was awarded a reported $140 million settlement. The airline and its CEO faced a PR nightmare, with negative media coverage that went viral, along with a stock price that tumbled.

While this is an extreme example, the message is clear: algorithms need to be managed carefully to ensure results that are good for your business and reflective of your core values. And carefully bounded by the inexplicable and potent ingredient of human logic.

In the age of algorithmic business, Walsh will help us think about how we reinvent, redesign and reimagine what we do. I, for one, can’t wait to hear more from The NAMA Show stage in April.

In today’s rapidly changing business environment, the best leaders are those who keep growing, those who keep learning. Here’s to your continued growth and NAMA’s continued commitment to inspiring you.

I look forward to seeing you in Las Vegas.
Making the Case for An Agile Culture

Jeff Smith, NAMA Chair

With The NAMA Show just weeks away, we’re looking forward, as we always do, to spending quality time with friends and colleagues from the industry. While this may sound simple, those of us who have been in this industry understand that these relationships are the lifeblood of our businesses and critical to our success.

As the chair of NAMA, facilitating networking and peer forums at The NAMA Show are a strategic focus. In addition to special-interest meet ups like WIN, ELN and the Executive Forum reunions, there are some special new features planned, including an opening pre-party event.

One of the keys to improved performance for our team is taking advantage of the value-added education The NAMA Show delivers, year in and year out. At All Star Services, we divide and conquer, with each team member taking on the education sessions that both align with their role and those that offer “above and beyond” education, that have the potential to inspire, to broaden their perspective or expertise.

It has been my privilege to serve as the NAMA chair and in that capacity, I’d like to share an idea that has had value to our organization’s strategy discussions and may offer value to yours as well. Dubbed an “agile culture” by business pundits, there are many complex ways to describe this model. In simplest terms, Merriam-Webster defines agile as “able to move quickly and easily.”

From my view, that’s the beauty and power of this ideal, in a nutshell. It’s a way of doing business that’s highly collaborative, with a mindful format away from the highly-structured, command and control model. In our work with clients throughout Michigan and across so many business lines, we see evidence of this “agile culture,” even from a physical layout perspective. Today, we see fewer closed-door offices, including in the c-suites of our customers, and more open layout plans with conference rooms for meetings and other working sessions.

The agile approach involves adapting to changing customer needs. I believe our industry has demonstrated its ability to do this time and time again – look only to the evolution from vending to micro markets; the importance of cashless technology and evolving consumer preferences, in terms of product selection. In my view, the industry’s continued success will be based on this.

Mike Walsh, NAMA’s General Session keynote speaker, claims, “If your company is a platform, then culture is your operating system.” Furthermore, he posits that achieving agility starts with hiring agile thinkers. While I agree wholeheartedly with that statement, I also believe that we as leaders need to embody an agile mindset and challenge ourselves to move quickly and easily. It goes without saying there’s nothing easy about being agile; the ambiguous nature of a changing environment can be unsettling and disruptive. And that’s the point. Tried and true; the “way we’ve always done it” playbook won’t cut it today.

If you’re interested in this concept, global consulting firm McKinsey offers a report I found insightful. It’s available online: The Five Trademarks of Agile Organizations.

As the McKinsey report indicates, “In the coming years, customer expectations will continue to evolve – likely at an accelerating pace, making the quest to please customers ongoing and continuously changing. Agile can not only improve customer-care outcomes in the near term, but also lay the organizational foundation to respond quickly to shifting customer preferences. The prize is simply too big to ignore – not just more satisfied customers, but also higher-performing customer-care organizations, and happier employees.”

With that, I’ll see you in Las Vegas for the most defining industry event of the year.
Finding everything you need to grow and transform your convenience services business has never been more convenient! From new products to new people; from the latest technology to the latest trends – it’s all right here at The NAMA Show.

From April 24-26 at the Las Vegas Convention Center, more than 4,500 industry members will convene to discover the latest innovative products and technology, get up to speed on industry trends and best practices, and grow their networks and their businesses.

An inspiring education lineup featuring practical takeaways begins Tuesday, April 23 with pre-conference education sessions. The opening General Session kicks off at 1pm Wednesday with futurist and author Mike Walsh’s keynote address, as well as remarks from CEO Carla Balakgie and Chair Jeff Smith, the 2019 Annual Meeting and the presentation of the Industry Awards. Education sessions continue through Thursday in session rooms and throughout the exhibit hall.

With a jam-packed show floor featuring 330+ exhibitors, including more than 90 new exhibitors, guests are guaranteed to forge new connections and find solutions to enhance their businesses. The possibilities are endless!
Tuesday’s agenda offers five pre-con sessions covering how to get started with artificial intelligence, the formula for a great workplace, introduction to pantry services, and modules 3 and 4 in the entirely revamped Essence of Coffee program.


**AVANTI MARKETS BREAK ZONE HOURS**

**Wednesday**
2:00 PM - 4:00 PM

**Thursday**
9:00 AM - 10:30 AM
12:00 PM - 1:30 PM
4:00 PM - 5:30 PM

**Friday**
8:00 AM - 9:30 AM
11:30 AM - 12:30 PM

Sponsored By Avanti Markets

9:00AM – 11:00AM

**Essence of Coffee Module 3: C-Commerce (Collaborative Commerce)**

**PRE-CONFERENCE SESSION**

**Speaker:** Tom Bauer, Director of National Sales, DS Services
Stu Case, Business Development, Avanti Markets

1:30PM – 3:30PM

**Essence of Coffee Module 4: Top to Bottom OCS Operations**

**PRE-CONFERENCE SESSION**

**Speaker:** Jeff Deitchler, General Manager, PrairieFire Coffee Roasters

**WEDNESDAY / APRIL 24**

8:30AM – 9:30AM

**Leveraging Technology to Increase ROI**

**Track:** TECHNOLOGY

**Speakers:** Hannah Davies, Customer Relations Project Manager, Greenhithe Software Solutions
Bill Lockett, Director of Marketing, Vends/Nayax
John Hickey, Co-Founder, Tech 2 Success LLC
Mike Ferguson, Owner, VMAC Solutions
Steve Crosby, Director of Fleet, Facilities and Vending Operations, Company Kitchen

Sponsored by Visa

**Beverage Consumption Trends Impacting Convenience Services**

**Track:** CONSUMER & INDUSTRY TRENDS

**Speaker:** Meghan Liefeld, Director of Consumer Insights and Category Management, Danone NA AFH

Sponsored by Danone NA AFH

**PRE-CON SESSIONS**

**1:30PM – 5:00PM**

**Introduction to Pantry Services**

**Speakers:** Jon Holden, All Star Services
Judson Kleinman, Corporate Essentials
Greg Sidwell, G&J Marketing
Tom Steuber, Associated Services

5:30PM – 7:30PM

**TopGolf Las Vegas: An Emerging Leaders Network (ELN) Event**

**NETWORKING FUNCTION**

**Location:** MGM Grand Hotel and Casino
4627 Koval Lane

Invitation Only, for ELN Members and Sponsors
Primary Sponsor: G&J Marketing and Sales

6:00PM – 8:00PM

**1923 Bourbon Bar**

**A Women in the Industry (WIN) Event**

**NETWORKING FUNCTION**

**Location:** Mandalay Bay | 3930 S. Las Vegas Blvd.

Event open to all registered NAMA Show Attendees

Sponsored By Avanti Markets

**EDUCATION SESSIONS**

The Changing Workforce: Getting the Most Out of Your Employees  
Track: SALES/BUSINESS DEVELOPMENT  
Speakers: Chris Guillet, Director, Taher, Inc.  
Chris Stave, Director of Business Development, Parlevel Systems  
Michael Ray, Business Development and Customer Service, HGV Vending  
Sponsored by 365 Retail Markets

Succession Strategies to Protect and Perpetuate Your Business  
Track: BUSINESS OPERATIONS  
Speaker: Larry Oxenham, Senior Advisor, American Society for Asset Protection  
Sponsored by U-Select-It

Fruit at Work: Changes, Trends and Safety  
Track: PUBLIC HEALTH & NUTRITION  
Speaker: Chris Mittelstaedt, Founder and CEO, The FruitGuys

9:45AM – 10:45AM  
The Tools You Need to Create Efficient Teams  
Track: TECHNOLOGY  
Speaker: Evan Jarecki, Co-Founder & Chief Customer Officer, Gimme Vending

Tea – Why it Matters, What Consumers Expect and Why it Needs to Be Included in OCS  
Track: CONSUMER & INDUSTRY TRENDS  
Speaker: Allison Slater, Senior Manager, The Tea Company at Unilever Food Services  
Abbe Kuhn, Beverage Innovation Director, Unilever Food Solutions  
Linda Appel Lipsius, Co-Founder & CEO, Teatulia Organic Teas  
Sponsored by Burdette Beckmann, Inc.

Micro Market Success  
Track: SALES/BUSINESS DEVELOPMENT  
Speakers: Chris Cosentino, Manager, Take a Break Vending  
Dennis Laing, Owner and Operator, NWA Fresh Vending & Micro Markets  
Alan Munson, Chief Commercial Officer, Parlevel Systems  
Sponsored by Vistar

How to Recruit and Retain the Next Generation  
Track: BUSINESS OPERATIONS  
Speaker: Elyssa Steiner, USAT (Moderator)  
Jim Versical, Sales Manager, 365 Retail Markets  
Mike Hoeft, Regional Account Manager, BUNN  
Kari Hatt, Partner, Culture by Choice  
Lee Mondol, Branch Manager, Canteen of Coastal California Inc.

On-The-Go Nutrition: How to Sell Healthy  
Track: PUBLIC HEALTH & NUTRITION  
Speakers: Bryan Crowley, CEO, Soylent  
Jean Terminiello, National Director of Immediate Consumption, Glanbia Performance Nutrition  
Sponsored by Avanti Markets

11:00AM – 12:00PM  
Going Green: What the Transition to Green Refrigerants Means for Your Business  
Track: CONSUMER & INDUSTRY TRENDS  
Speaker: Doug Drenten, Vice President Engineering, Crane Merchandising Systems

Digital Advertising for Business Growth  
Track: SALES/BUSINESS DEVELOPMENT  
Speaker: Matt Harlos, Director of Marketing & Design, Gimme Vending  
Neil Swindale, Owner, VendCentral

*Schedule as of 3/15/18.
Preview & Schedule

EXHIBIT HALL EXPERIENCES

NEW PRODUCT ZONE & PEOPLE’S CHOICE AWARDS
The #1 reason operators attend The NAMA Show is to discover new products and suppliers, so we’ve conveniently gathered them in the New Product Zone, an interactive, high-traffic area at the entrance of the exhibit hall that highlights a collection of up-and-coming, innovative new products for the convenience and vending industries.

Attendees will be able to not only see these new products but also scan those items of greatest interest and, in real time, receive a summary listing along with information about where to find their selections on the show floor.

Plus, this year will feature the new People’s Choice Awards! As attendees scan for product information, they are casting a vote to help determine the most popular of the New Product Zone! Winners will be announced at the close of the show.

BETTER FOR YOU PAVILION
The Better For You Pavilion highlights companies who offer healthier snack and beverage products. This year, the expanded pavilion is entirely sold out with even more companies participating than last year. Operators who are actively searching for FitPick® snacks and beverages (under 250/200 calories) for their micro markets, vending machines and foodservice outlets will find this organized collection of healthy product options very useful.

VEND THIS!
This year NAMA is raising the bar with the VEND THIS! for products beyond refreshments. This area of the exhibit hall is designed for operators seeking new and different products to offer and sell in their unique sales channels.

Sketching a Vision for the Future
Track: BUSINESS OPERATIONS
Speaker: Ben White, Professional Services, Crane Connectivity Solutions

Streamlining Office Logistics with Technology
Track: PUBLIC HEALTH & NUTRITION
Speakers: Anant Agrawal, EVP, Corporate Development, USA Technologies
Sponsored by USA Technologies

1:00PM – 2:30PM
KEYNOTE PRESENTATION
Reinventing Leadership for the Age of Machine Intelligence
Speaker: Mike Walsh, Futurist & Author of ‘The Dictionary of Dangerous Ideas,’ Founder & CEO of Tomorrow, a Consumer Innovation Research Lab
Sponsored by PepsiCo Foodservice

Growing Your Business Through Occasion-Based Eating and On-Trend Nutrition
Track: PUBLIC HEALTH & NUTRITION
Speakers: John Hostetler, Director of Category Management and Business Analytics, Kellogg’s David Grotto, Wellbeing Business Partner, Kellogg’s
Sponsored by Kellogg’s

NEW! USAT Partner Pavilion
Discover an integrated platform that connects your customers to the convenience they want, and your business to the efficiency it needs. Explore integrated solutions for vending, micro markets, and OCS related to increased consumer engagement, digital payments acceptance, and back-office management tools.

Mike Walsh
Wednesday’s opening session features keynote Mike Walsh, futurist and author of The Dictionary of Dangerous Ideas, who will deliver an inspiring message about embracing the future. His presentation entitled “Reinventing Leadership for the Age of Machine Intelligence” will present a vivid portrait of a brave new world orchestrated by machines that think, and how tomorrow’s leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology.
THURSDAY / APRIL 25

7:30AM – 9:00AM
Executive Forum Alumni Breakfast
NETWORKING FUNCTION
Location: Las Vegas Convention Center | Room N263/N263C
Invitation Only
Sponsored by 365 Retail Markets & USA Technologies

State Council Board of Directors’ Breakfast
NETWORKING FUNCTION
Location: Las Vegas Convention Center | Room 255-257
Invitation Only
Sponsored by The Coca-Cola Company

8:30AM – 10:00AM
Taking Technician Training into the 21st Century
Speakers: Karalynn McDermott, SVP, Marketing Development, BUNN; Drew Dutton, Director of Equipment Services, Royal Cup; Brian Cook, Service Manager, Associated Services; Frank Baron, CEO, Cafection Ventures Inc.; Maurits de Jong, Managing Director, de Jong DUKE

9:00AM – 10:00AM
What’s Trending in Convenience Services
Track: TECHNOLOGY
Speakers: Mike Kasavana, NAMA Endowed Professor (Moderator); Moene Duska, SVP, Marketing and Strategic Development, USA Technologies; Carly Furman, CEO, Nayax; Paresh Patel, CEO, PayRange
Sponsored by Mastercard

11:00AM – 12:00PM
MSU Research Study on Cashless Payments in the United States
LEARNING LAB – presentation on the show floor!
Speaker: Jim Turner, Vice President of Cashless Deployment Services, USAT; Dr. Michael McCall, NAMA Endowed Professor of Hospitality Business, Eli Broad School of Business

1:00PM – 2:00PM
Forces and Trends: Perspectives on Navigating Change in 2019
LEARNING LAB – presentation on the show floor!
Speaker: Joe Davis, Group Director, Customer & Commercial Insights, Coca-Cola North America

3:00PM – 4:00PM
Leveraging AI to Make Better Business Decisions
LEARNING LAB – presentation on the show floor!
Speaker: Matthew Robards, Co-Founder, Data Scientist, HIVERY; Sharyn Kolstad, US Business Development, HIVERY

10:00AM – 5:00PM
Exhibit Hall / Show Floor Open

FRIDAY / APRIL 26

9:00AM – 1:00PM
Exhibit Hall / Show Floor Open

*Schedule as of 3/15/18.

NEW! NAMA Learning Lab:
New this year is the NAMA Learning Lab, a highly visible and unique presentation area situated right on the show floor in the exhibit hall. In contrast to the standard educational programming, this particular presentation area will feature more interactive, hands-on, deep dive presentations across a range of subjects.

Captivation Station: The Captivation Station is a dedicated learning center on the show floor where suppliers deliver 20-minute thought leadership presentations focused on insights, trends and best practices to help operators gain more from their NAMA Show experience. There are no sales pitches – only actionable takeaways that operators can immediately apply to their businesses.
Sponsored by Avanti Markets

NAMA Jam!
NETWORKING FUNCTION
Location: General Session / Keynote Stage
Event open to all registered NAMA Show Attendees

Supercharge your networking and rev up your NAMA Show experience at this energizing opening-night soiree. The evening will feature cocktails and a live performance from the award-winning Clif Bar Grove Valve Orchestra – voted best corporate band by FORTUNE magazine!

2:30PM – 6:30PM
Exhibit Hall / Show Floor Open

6:00PM – 7:00PM
NAMA Jam!

6:00PM – 7:00PM
Exhibit Hall / Show Floor Open
Thank you sponsors!

**Platinum Sponsors**

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365 Retail Markets ........................................... 1303
1743 Maplelawn
Troy, MI 48084
888.365.7382
365retailmarkets.com

S  Hour Energy.................................................. 420

7-Eleven ......................................................... 1647
3200 Hackberg Road
Irving, TX 75063
972.828.2837
7-eleven.com

AAEON Electronics, Inc. ................................... 236
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110 W Dayton Street, Suite #3-201
Edmonds, WA 98020
800.465.4240
alliantcoffee.com

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1217 SW 7th Street, Suite #100
Renton, WA 98057
888.937.2826
avantimarkets.com

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Bunn-O-Matic ............................................. 1321

Caféction (Evoca Group) .............................. 411
2355 avenue Dalton
Québec, QC G1P 3S3
800.561.6162
cafection.com

Camlock Systems, Inc. .................................. 954
Campofrio Food Group America ................. 241
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CleanLife LED ............................................ 1716

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1451 66th Street
Emeryville, CA 94608
510.597.3915
clifbar.com

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ConnectMe Solutions ................................... 252
Convenience Store Decisions ..................... 1833
Copper Moon Coffee Co. ............................. 566
**EXHIBITORS**

**CPI / Crane Payment Innovations**
3222 Phoenixville Pike, Suite #200
Malvern, PA 19355
610.430.2535

cranei.com

**CRANE**
CRG, LLC
Crunchy Rollers
Cucina & Amore
Cummins Allison
Custom Beverage Concepts

**Danone North America**
All kinds of better*

**Danone Wave**
12002 Airport Way
Broomfield, CO 80021
303.635.4923
whitewave.com

de Jong DUKE
Deep River Snacks
Del Monte Foods, Inc.
Deli Express
Delivery Concepts Inc.
Diamond Crystal Sales
Dole Packaged Foods Co.
Eastsign Trading (Shenzhen) Co. Ltd.
eBoost
ECRS

**Ferrara Candy Company**
One Tower Lane, Suite 2700
Oakbrook Terrace, IL 60181
770.231.2691
ferrerausa.com

**Flowers Foods / Mrs. Freshley's**
5087 South Royal Atlanta Drive
Tucker, GA 30084
770.723.0372
mrsfreshleys.com

**Eldorado Coffee Roasters**

**Electron**

**Elite Call**

**Elite Solutions**

**ELKAY**

**Ellis Coffee Co.**

**Elma Farms**

**Emerald Transportation Solutions**

**Expreso Foods**

**Fastcorps, LLC**

**Feniks, Inc.**

**Ferrero/Compass Marketing**

**FitJoy Nutrition, LLC**

**FixtureLite**

**Follett LLC**

**FoodServiceDirect.com**

**Forto Coffee (Dyla LLC)**

**FoShan ShunDe Stelang Electric**

**Appliance Co., Ltd.**

**FrameWorks Displays**

**Franke Coffee Systems**

**Fresh Brew Group USA**

**Fruit For Thought**

**Fuji Electric Corp. of America**

**Fujimi, Inc.**

**Funky Chunky**

**Future Bake USA Inc.**

**Gavina Gourmet Coffee**

**General Mills**

**Genesis Decor**

**Gilman Cheese Corporation**

** gimMe Health Foods, Inc.**

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**Give & Go**

**Glanbia Performance Nutrition**

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**Graphics That Pop**

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**Hamilton Beach Commerical**

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**IMS**

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**Interroll**

**ITOEN (North America)**

**IVend-Net, LLC**

**J&J Snack Foods**

*Exhibitors as of 3/15/18.*
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Kellogg Company
545 Lamont Road
Elmhurst, IL 60126
630.956.9705
kelloggsspecialtychannels.com

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Keurig Dr Pepper
5901 Legacy Drive
Plano, TX 75024
973.673.7000
keurigdrpepper.com

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Mondelez International
100 DeForest Avenue
East Hanover, NJ 07936
973.503.2667
mondelezinternational.com

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Newco Enterprises, Inc.
3650 New Town Blvd
St. Charles, MO 63301
800.325.7867
newcocoffee.com

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Parlevel Systems Inc.
114 E Cevallos Street
San Antonio, TX 78204
210.200.8873
parlevelsystems.com

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<tr>
<td>PepsiCo Foodservice</td>
<td>903</td>
<td>7701 Legacy Drive, 3A-73, Plano, TX 75024</td>
<td>972.334.2660 pepsico.com</td>
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<td>Picnic Cup Company</td>
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777 Passaic Avenue, Suite #230
Clifton, NJ 07012
973.919.2061
twiningsusa.com

Tyson Foods ..............................................1140
2200 W Don Tyson Parkway
Springdale, AR 72762
479.290.2659
tysonfoodservice.com

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Vistar ..............................................603
12650 E Arapahoe Road, Building D
Centennial, CO 80112
303.662.6897
vistar.com

U-Select-It ..............................................403
8040 University Boulevard
Des Moines, IA 50325
515.274.3641
uselectit.com

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55 Maple Avenue, Suite #304
Rockville Center, NY 11570
516.442.1850
vendingtimes.com

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The NAMA Show 2019
ATTENDEES

MAXIMIZE YOUR NAMA SHOW EXPERIENCE

You are headed to The NAMA Show 2019 – Where people, products and possibilities meet! Your mission: to find innovative 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 of your experience.

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

1. Create your custom show floor agenda!
   Plan your time effectively on the show floor! Discover the latest and greatest technologies, products and services from 330+ exhibitors, all at The NAMA Show! Use our Interactive Show Floor Planner to stay on top of the action.

   The NAMA Show 2019 will feature exciting business growth pavilions! Check out:
   - New Product Zone
   - USAT Partner Pavilion
   - Captivation Station
   - Better For You Pavilion
   - NAMA Learning Lab
   - VEND THIS! (non-consumable vend items)

   Find it:
   - Visit www.thenamashow.org, click “Exhibitors” and scroll down to “Show Floor”
   - 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.

2. Create your custom education agenda!
   Join us Tuesday to hear from thought leaders and industry experts during our pre-conference sessions.
   Topics Include:
   - Artificial Intelligence
   - Essence of Coffee Program
   - Intro to Pantry Services
   - Formula for a Great Place to Work

   Find it:
   - Visit www.thenamashow.org/education-program-agenda for full agenda and to register.
   - Join us on Wednesday afternoon for our Opening Session
   - Keynote Address featuring Mike Walsh, Futurist and Author
   - Sponsored by PepsiCo Foodservice

   Walsh will present a vivid portrait of how tomorrow’s leaders can survive and thrive in an age of accelerating technology.

   Choose from 20+ education sessions within five dynamic conference tracks to customize your professional development experience.

   Plus…visit the new NAMA Learning Lab in the exhibit hall for more interactive, deep dive presentations across a variety of important topics.

3. Meet new people and expand your network
   The all-new NAMA Jam on Wednesday evening is the perfect opportunity to socialize with others at the show. This energetic opening-night soiree will feature cocktails and a live performance from the award-winning Clif Bar Grove Valve Orchestra – voted best corporate band by FORTUNE magazine!
   Sponsored by 365 Retail Markets, Clif Bar & Co., & Premier Broker Partners

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.
EXHIBITORS
5 WAYS TO MAXIMIZE YOUR NAMA SHOW EXPERIENCE

You’re exhibiting at The NAMA Show in Las Vegas! With 330+ exhibitors, it’s important to make your booth stand out among the crowd. We’ve created tools to help! Find them on the Exhibitor section of The NAMA Show website at www.thenamashow.org/marketing-toolkit.

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

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.

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.

   Find it:
   Visit the Exhibitor Registration page
   Select your Company Name and enter your password
   Click the “Invite your Customers” tab
   For your unique code, go to section 1 where you will find instructions on how to distribute your unique code. Your code is located in the Promo Code box in the upper right-hand corner.
   For your unique link, go to section 2 where you can copy your link to use for invitations as well as find instructions and suggested text.

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.

   Find it:
   Visit Two Exciting Show Floor Areas
   The Captivation Station returns to The NAMA Show exhibit floor as a 600 square-foot oasis situated among innovative manufacturers’ and suppliers’ booths. Several 20-minute presentations are scheduled during show hours covering insights, trends and best practices that operators can use in their businesses right away!

   The New Product Zone
   A high-traffic area at the entrance to the show floor that highlights a collection of new and innovative products. Operator-buyers will:
   1. Discover new products in multiple 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.
   4. Products with the most scans in each category receive a People’s Choice Award! Winners receive promotion and acknowledgment on NAMA’s website and on social media.

   For questions, please reach out to Anthony O’Shea at 770.432.8410 x109 or Katie Burke at 770.432.8410 x156.

4. Visit Two Exciting Show Floor Areas
   The Captivation Station returns to The NAMA Show exhibit floor as a 600 square-foot oasis situated among innovative manufacturers’ and suppliers’ booths. Several 20-minute presentations are scheduled during show hours covering insights, trends and best practices that operators can use in their businesses right away!

   Sponsored by Avanti Markets

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 social media ideas, show logos, banner ads and email signature graphics – just copy and paste and start spreading the word!

   Find it:
   • Visit www.thenamashow.org and click on “Exhibitors”
   • Then scroll to “Exhibitor Marketing Toolkit”