

TRADE SHOW MEDIA KIT



CONVENIENCE STORE INDUSTRY NEWS

Convenience Store Industry News is published by Source Group LLC, an independent company that's not affiliated with any other organization. Convenience Store Industry News is not affiliated with or endorsed by NACS, and Convenience Store Industry News is not an official publication of NACS.

CONVENIENCE STORE INDUSTRY NEWS

Reach show attendees with targeted advertising in Convenience Store Industry News.

Convenience Store Industry News is distributed during all show days by news carriers and to key hotels each day before the show begins. This ensures that your message reaches potential buyers before they even arrive at the show. During the show, our distribution is aggressive and targeted, helping you to attract attention outside the show walls and drive more foot traffic to your booth.

We also offer digital distribution via geo-fencing, email blast marketing, and social media, so you can continue to reach show attendees and others in the packaging industry after the show.

BOOTH #
371
NORTH HALL, LEVEL 1

COAST

ORGANIC HEMP SMOKES

CBD CIGARETTES • CONES • VAPE CARTRIDGES
DISPOSABLES • CANNAGARS • INFUSED

WWW.COASTSMOKES.CO

CONVENIENCE STORE INDUSTRY NEWS

1st EDITION
Las Vegas • FREE

Sunday
October 2, 2022

Imagination That Connects With Customers

Geoff Wigner, VP sales and marketing at Nashville Display, spoke in detail with Convenience Store Industry News about the company and its products.

Q: Tell us about Nashville Display.

A: As retail industry experts and manufacturing innovators, Nashville Display understands the complexities of creating a retail environment that reflects each brand's unique vision. Our customized in-store displays optimize

continued on page 24

3 Ways to Consistently Deliver Your Brand Promise

Consumers continue to expect more, while operators are doing more with less. The industry is experiencing labor challenges, cost pressure, and a need to continually evolve to meet changing guest expectations.

Brands work hard to build a positive reputation by consistently delivering on their promise. However, with today's challenges, operations can slip, resulting in a poor customer experience — which can erode a brand's

continued on page 44

Bite's and Elo's Self-Service Solutions Simplified

Kam & Go has recently launched a new, fresh, made-to-order food program featuring stacks and bowls for all dayparts. Menu items feature premium ingredients, fresh toppings, and sauces. Grab-and-go burritos are also available for customers with time constraints. The program is currently launched in their Little Rock, Arkansas and Omaha, Nebraska markets and is actively being rolled out in the Des Moines, Iowa market.

continued on page 53

PCI Encryption at the Pump — Changing Payment Security

Sean Gately, VP of security solutions for Bluefin, spoke with Convenience Store Industry News about the first-ever PCI-validated point-to-point encryption solution for petroleum and convenience stores.

Q: Can you tell us a little more about Bluefin and what your company does?

A: Bluefin is a leader in payment and data security, specializing in encryption and

continued on page 24

Viva Las Vegas!

Article by Karl Hodgson, Global Sales Director, Adande Refrigeration

Adande is pleased once more to take part in the NACS Convenience Show, this year based here in Las Vegas. Since we were last at NACS, Adande has continued to grow — with many hospitality and convenience brands across the U.S. seeking us out. Our experience has been that Adande resonates at every organizational level. As a

continued on page 53

DO MORE WITH LESS

RESTAURANT TECHNOLOGIES

BOOTH #5565

Glanbia Performance Nutrition Brings Energy + Hydration From Optimum Nutrition®; New High-Protein Bar Flavors From think® to On-the-Go Shoppers

Article Courtesy of Glanbia Performance Nutrition

Stop by Booth #4279 to check out the latest innovation bringing health and wellness to consumers.

continued on page 53

6 Questions With the Worm Kings: DMF Bait

DMF Bait is the top national distributor of live bait. We had a chance to pull up a bait cushion for a bit and sit down to ask DMF Bait Co-Owner, Nolan Smith, what makes DMF different and why they're pumped to worm their way into more convenience stores.

Q: Ok Nolan, tell us why DMF is perfect for convenience store placement.

A: First off, our process is

continued on page 44

Big Hygiene Results in a Small Sink Package

By William Gagnon, Vice President of Marketing and Sales, Excel Dryer

For convenience store retailers, hygienic bathrooms are a necessity, as they can have a major impact on your business' bottom line. While customers may initially visit your store for any number of reasons, the need for a restroom will always be a primary driver of traffic. That's why it's important to make an impression that

continued on page 58



WHY WE EXCEL AT WHAT WE DO

Source Group LLC offers multiple, fully customized advertising packages. Your company will be featured in full color on high-gloss 60-lb. paper, regardless of the package you select. If you don't see what you're looking for, please ask us and we will provide you with a quote based on your requirements.

Third-party Certified Audit Reports are posted on our website after the show is over. This ensures that you can be confident that distribution took place as promised.

Size and Quality

Our publication is almost twice the size of a regular magazine at 11.125" wide by 14.25" high and is printed on full-color, high-gloss 60 lb. paper, not low-grade paper like regular newsprint!

Economical Packages

Choose between five packages, starting as low as \$1,990.

Premium and custom packages are also available. Contact us for details.

Maximum Exposure

No matter the package, your ad will be featured in every issue distributed during the show.

Magazines are online, hand-delivered and marketed through social media channels.

Editorial Features

To compliment your ad that is featured in the daily, we also offer 300 to 500-word editorials that you can use to either highlight new and exciting products or to introduce your company to the world.

ADVERTISING PRICING & SPECS



CONVENIENCE STORE INDUSTRY
NEWS

ADVERTISING

All issues of Convenience Store Industry News will appear in both digital and print editions—twice the bang for your buck!

We'll post your ad online starting a week BEFORE the show starts and through the following year.

INTERACTIVE 3-D ISSUES

Choose from several high-profile packages that feature your company in full color and printed on high gloss 60-lb paper.

Our super-sized magazines are almost twice the size of a regular magazine measuring 11.125" wide x 14.25" high!

BOOTH #
371
NORTH HALL, LEVEL 1



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ORGANIC HEMP SMOKES
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DISPOSABLES • CANNAGAS • INFUSED
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Glanbia Performance Nutrition Brings Energy + Hydration From Optimum Nutrition® New High-Protein Bar Flavors From Think* to On-the-Go Shoppers

Article Courtesy of Glanbia Performance Nutrition

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PACKAGE 1

Full Page Ad
(11.125" x 14.25")
Featured in
FULL color

+ Press Release
Up to 500 words
featuring your company
logo, product image or
CEO headshot

\$7,990
Net Total

PACKAGE 2

Junior Page Ad
(8.1" x 10")
Featured in
FULL color

+ Press Release
Up to 500 words
featuring your company
logo, product image or
CEO headshot

\$6,990
Net Total

PACKAGE 3

Half Page Ad
(11.125" x 7")
Featured in
FULL color

+ Press Release
Up to 500 words
featuring your company
logo, product image or
CEO headshot

\$4,490
Net Total

PACKAGE 4

Quarter Page Ad
(4.875" x 6.375")
Featured in
FULL color

\$2,990
Net Total

PACKAGE 5

Booth Showcase Ad
(4.875" x 3") Featured in
FULL color

\$1,990
Net Total

Premium positions may be available. Contact Source Group LLC for further details. At these rates all creative must remain the same for all issues. To make an even bigger impact, ask about our premium packages in which you are allowed to change your advertisement from day to day. If you need expert design assistance, Source Group will create your ad for only a small fee.

OUR SPECIFICATIONS

TABLOID PAGE: 11.125" x 14.25"

JUNIOR PAGE: 8.1" x 10"

1/2 PAGE: 11.125" x 7"

1/4 PAGE: 4.875" x 6.375"

SHOWCASE: 4.875" x 3"

BANNER: 11.125" x 3"

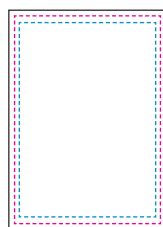
OUTSERT: 11.125" x 5.25"

DOUBLE PAGE SPREAD:
22" x 14.25"

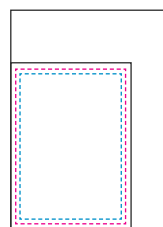
*Don't forget to include
your **BOOTH NUMBER**
in all ad submissions.*

PLEASE NOTE: All ads that bleed to the edge of the page must be set up to the bleed dimensions. If your ad is submitted at trim size, your ad may not be trimmed as expected. The live area is where your text, images and important information should be contained to avoid getting trimmed off. If you need expert design assistance, Source Group can create your ad for a small fee. Contact the Art Department for details. materials@sourcecg.net

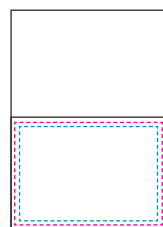
ADVERTISEMENT SIZES



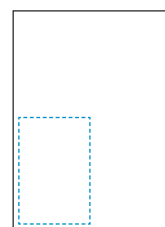
Tabloid Page



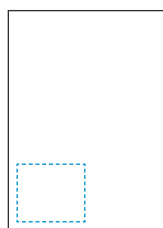
Junior Page



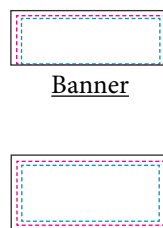
1/2 Page



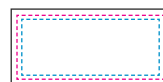
1/4 Page



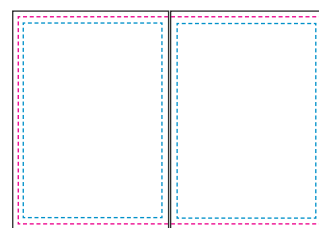
Showcase



Banner



Outsert



Double Page Spread

To view a full version of the spec sheet visit our website at www.sourcecg.net

SUBMISSION INFORMATION

EMAIL: You may email files up to 40 MBs to materials@sourcecg.net

FTP: If you have an FTP site, you may upload the files and email us instructions to download.

FILE TRANSFER: If the file is too large to email and you do not have access to a FTP site, it is recommended that you use a free FTP service such as www.wetransfer.com or www.dropbox.com.

REGULAR MAIL: You may send a CD to our address, ATTN: Source Group Art Department.

FILE TYPES ACCEPTED: .PDF (preferred format) / .TIF / .EPS / .JPG

REQUIRED RESOLUTION: 300 DPI

COLOR MODE: CMYK

TRADE SHOW DEMOGRAPHICS



CONVENIENCE STORE INDUSTRY
NEWS

WHY CHOOSE US

Our publication has a readership of 23,000 contractors, dealers, distributors, service providers, engineers, and producers from over 70 countries. We showcase the newest products and cutting-edge technology to keep our readers engaged and help our clientele succeed in the marketplace.

Audience Category:

- Candy/Snacks
- Alternative Snacks (1000)
- Candy (1010)
- Cookies (1013)
- Energy Bars (1015)
- Nutritional Snacks (1020)
- Meat Snacks (1029)
- Packaged Sweet Snacks (1030)
- Muffins/Donuts (1031)
- Salty Snacks (1040)
- Snack Cakes/Pastries/Desserts (1045)
- Trading Cards (1050)
- Facility Development
- & Store Operations
- Accounting (2000)
- Advertising (2010)
- Advertising/Public Relations
- Consultants (2015)
- Age Verification - Services (2017)
- Audits - Physical Inventory (2019)
- Blimps (2020)
- Marketing/Merchandising
- Consultants (2025)
- Building Components-Doors,
- Windows, Flooring (2027)
- Cleaning Supplies (2030)
- Management Consultants (2040)
- Disaster Rec./Bus. Cont.
- Planning (2050)
- Environmental Cleanup (2060)
- Facilities Management (2065)
- Financial Services (2070)
- Flooring (2075)
- Financial Advisors (2077)
- Franchises - Store Operations (2078)
- Heating & Cooling - HVAC (2080)
- Industry Data/Business
- Intelligence/Analysis (2085)
- Inside Signs & Lighting (2090)
- Insurance (2100)
- Laundry Equipment (2110)
- Non-Foodservice
- Cases & Counters (2120)
- Other Store Equipment (2130)
- Other Store Services (2140)
- Personnel Services &
- Consultants (2150)
- Point of Sale Advertising (2151)
- Publications - Trade (2155)
- Recycle Products and Services (2157)
- Safety Products and Services (2158)
- Security Equipment (2160)
- Security Services (2170)
- Shelving & Displays (2180)
- Site Evaluation/Real Estate
- Consultants (2185)
- Store Design/Layout
- & Construction Systems (2190)
- Uniforms (2200)
- Vending (2201)
- Vending Equipment (2202)
- Waste Management (2210)
- Food Equipment
- & Foodservice Programs
- Bakery (3000)
- Barbecue (3005)
- Beverages - Cold Dispensed (3010)
- Beverages - Frozen Dispensed (3020)
- Beverages - Hot Dispensed (3030)
- Chicken (3040)
- Cooler Accessories (3050)
- Coolers (3060)
- Dishwashers (3065)
- Dispensed Paper/Plastics (3066)
- Dispensers - Food & Product (3070)
- Food Preparation (3080)
- Food Service Cases & Counters (3090)
- Food Service Packaging (3093)
- Franchises - Foodservice (3095)
- Frozen Treats (3100)
- Hamburgers (3110)
- Hot Dogs/Roller Grill (3120)
- Ice Machines (3125)
- Menu Systems (3130)
- Mexican Cuisine (3140)
- Other Cuisine (3150)
- Other Foodservice (3160)
- Packaged Sandwiches/
- Deli Products (3170)
- Pizza (3180)
- Refrigeration (3190)
- Sandwiches - on-site
- preparation (3200)
- Seafood (3210)
- Soups and Salads (3220)
- Utensils (3225)
- Water Purification Systems (3230)
- Merchandise
- ATM Equipment (4000)
- ATM Service (4010)
- Automotive Products (4020)
- Batteries (4030)
- Beer (4040)
- Bottled Water (4050)
- Brokers (4060)
- Check Cashing (4070)
- Cigarettes (4080)
- Edible Grocery Items (4100)
- Electronic Cigarettes/Cigars (4085)
- Energy Drinks (4105)
- Film/Photo (4110)
- Frozen Foods (4130)
- Greeting Cards/Gifts (4140)
- Hardware/Housewares (4150)
- Health & Beauty Care (4160)
- Home Delivery (4170)
- Ice (4180)
- Ice Cream (4190)
- Iced Tea (4200)
- Juice/Juice Drinks (4210)
- Lottery/Gaming (4220)
- Media Entertainment
- (CD/DVD/MP3) (4225)
- Milk & Other Dairy Products (4230)
- Money Orders (4240)
- Non-Edible Grocery Items (4250)
- Novelty & Seasonal Items (4260)
- Other Packaged Bev.
- Nutrition Drinks (4270)

- Other Products for Sale (4280)
- Other Tobacco Products (4290)
- Other Tobacco Products - Cigars (4292)
- Other Tobacco Products -
- Papers (4294)
- Other Tobacco Products - Pipes (4296)
- Other Tobacco Products-PipeCigarette Tobacco (4298)
- Other Tobacco Products
- Smokeless (4299)
- Packaged Bread (4300)
- Packaged Deli Products (4305)
- Paper/Disposable Products (4310)
- Perishable Grocery Items (4330)
- Prepaid Gift Cards (4359)
- Prepaid Telecommunications (4360)
- Publications - Consumer/Maps (4370)
- Smoking Accessories (4380)
- Soft Drinks (4390)
- Sports Drinks (4400)
- Sunglasses (4410)
- Telecommunications Hardware
- & Accessories (4415)
- Toys/Recreational Equipment (4420)
- Vitamins/Supplements (4463)
- Wearables/Apparel (4465)
- Wholesalers/Distributors (4470)
- Wine/Wine Coolers/Liquor (4480)
- Petroleum Equipment
- & Services
- Air Compressors (5000)
- Alternative Fuel Equipment (5010)
- Automotive Services (5030)
- Breakaways (5050)
- Buildings (5060)
- Cabinetry/Shelving Units (5070)
- Canopies/Fascia (5090)
- Car Wash Systems (5105)
- Car Wash Chemicals & Solutions (5095)
- Car Wash Equipment (5100)
- Cathodic Prot./Corrosion Prot./
- Anodes (5110)
- CNG Equipment (5115)
- Control Handles (5120)
- Controls (5130)
- Diesel Exhaust Fluid (DEF)
- & Equipment (5135)
- Dispenser Pans (5140)
- Dispensers - Petroleum (5150)
- Displays for Gas Pumps (5160)
- Drainage Systems (5170)
- Electrical Panels (5180)
- Electronic Circuit Boards (5190)
- Electric Vehicle Charging Station
- Equipment (5195)
- Explosion-Proof Electric Motors (5210)
- Filters (5220)
- Flexible Connectors (5250)
- Flow Restrictors (5260)
- Fuel Additive Injection Systems (5270)
- Fuel Management Systems (5280)
- Fuel Refining & Distribution (5860)
- Fueling Facility Service
- & Construction (5300)
- Gauges (5310)
- Hose (5320)
- Hose Reels (5330)
- Intercom Equipment (5340)
- Island Forms (5350)
- Isolation Jackets (5360)
- Kiosks/Prefabricated Buildings (5370)
- Leak Detection/Monitoring (5380)
- Light Poles (5400)
- Lighting (5410)
- Lube Equipment (5430)
- Manholes (5440)
- Mechanical Computers (5450)
- Merchandisers (5460)
- Meters (5470)
- Nozzles (5490)
- Oil/Water Indicators (5510)
- Oil/Water Separators (5520)
- Petroleum Equipment
- Distributors (5530)
- Petroleum Products (5540)
- Pipe Guards (5550)
- Piping (5560)
- POS Systems (5570)
- Power Conditioner/UPS Systems (5580)
- Printers (5590)
- Provers and Test Measures (5600)
- Pumps (5610)
- Remote Fill Boxes (5620)
- Sealants (5630)
- Secondary Containment (5640)
- Self-Serve Air/Water (5650)
- Sign Poles (5660)
- Signs/Decals (5670)
- Solar Power Supply (5690)
- Spill Cleanup Materials (5700)
- Spill Containment (5710)
- Sumps (5720)
- Swivels/Joints (5730)
- Tank Linings/Coatings (5740)
- Tank Security Systems (5750)
- Tank Truck Equipment (5760)
- Tanks - Petroleum Equipment (5770)
- Tire Inflators (5780)
- UST-Monitoring/Inventory/
- Fuel Mgt. (5790)
- Vacuums (5800)
- Valves/Fittings/Clamps/
- Couplings/ Adapters (5810)
- Vapor Recovery Equipment (5820)
- Vents/Caps (5840)
- Technology
- Age Verification - Products (6006)
- Computer Software (6000)
- Automation Consultants (6001)
- Back Office & Head Office
- Software/Hardware (6002)
- Bar Code Scanners (6003)
- Biometrics (6007)
- Cash Handling Systems (6004)
- Check Recovery & Verification
- Services (6005)
- Computers (6010)
- Electronic Funds Transfer (6020)
- Electronic Kiosks (6030)
- Inventory Optimization (6040)
- Knowledge Management (6045)
- Loyalty Programs (6050)
- Mobile Applications (6055)
- Networks/Communications (6060)
- Other Tech. Equipment
- & Accessories (6070)
- Other Technology Services/
- ASPs (6080)
- Point-of-Sale Software
- Hardware (6090)
- Price Optimization (6100)
- Satellites (6120)
- Software (6121)
- Sustainable Systems (6125)
- Telephone Services & Systems (6130)
- Training Services - Online (6140)
- Training Services - CBT (6150)
- Training Services -
- Other Services (6170)
- Wireless (6180)Engineering Design/ Analysis
- Estimating and Bidding
- Facility Asset Management
- Facility Management/Space Planning
- Financial Management Systems
- Fleet and Asset Management
- Freight Logistics
- GIS/Mapping
- GPS
- General Data
- HVAC/Electrical
- Internet Solutions/Networking
- Inventory/Equipment Management
- Mechanical/Manufacturing
- Mobile Field Application
- Modeling/Rendering/Presentation
- Plant and Process Automation

Continued on next page

- Project Collaboration
- Project Management and Control
- Service Management
- Shipping Logistics
- Site Preparation
- Software
- Specialties
- Specifications
- Structural Design & Analysis
- Web-based Collaborative Software
- Wireless Technology

Tools & Services for Masonry Designers & Contractors

- Computer hardware/software, masonry estimating

Trailers & Attachments

- Bulk haulers
- Crane attachments
- Trailer accessories
- Trailers, concrete mixer
- Trailers, end-dump
- Trailers, flat-bed & platform
- Trailers, other
- Trailers, side-dump
- Transportation Trailers

Truck Mixers

- Chutes, truck-mixer
- Concrete Removers
- Conveyors, truck-mixer-mounted
- Counters, revolution (truck mixer)
- Truck mixer accessories
- Truck mixers, front discharge
- Truck mixers, rear discharge
- Truck mixers, volumetric

Trucks

- Conveyors, aggregate (truck-mounted)
- Dump bodies, truck-mounted
- Dumpers, rough terrain
- Truck accessories
- Truck chassis, heavy-duty
- Truck chassis, light to medium duty
- Trucks, tractor

Vehicle Components /

Engines

- Axles
- Engines & accessories, diesel

- Engines & accessories, gasoline
- Suspensions
- Tires
- Transfer cases
- Transmissions
- Vehicle components/engines
- Wheels & accessories

Vehicle Maintenance & Repair

- Lubricants
- Vehicle maintenance materials & equipment

Water Drainage/Protection

- Drainage board, masonry walls
- Drainage materials, foundation
- Drip edges
- Vapor and Air Barriers
- Vapor or radon barriers, sheet
- Waterproofing & damp-proofing materials

Ground Cover Mats

Promotional Collectibles

ADA Products

Packaging Equipment

- Pallet Stretch Wrapping

Coatings Inspection/Measurement

- Coatings Inspection/Measurement

Climate Control Products

- Air Heaters, hydronic
- Air Heaters, indirect
- Ground Heaters
- Surface Heaters

Electrical Distribution Systems

Testing Services, Equipment & Materials

Wastewater Treatment Systems

- Solids Removal
- Wastewater Treatment Systems
- pH Neutralization

Heaters

- Heaters, Air
- Heaters, Curing Systems
- Heaters, Ground or Surface
- Heaters, Hydronic

Curing Blankets

Work Wear

- Footwear
- Gloves

- Headwear

- Uniforms

- Work Clothing

Concrete Anchors

Masonry Veneers

Construction Site

- Video Cameras & Security

Storage Units

- Storage -- equipment, supplies

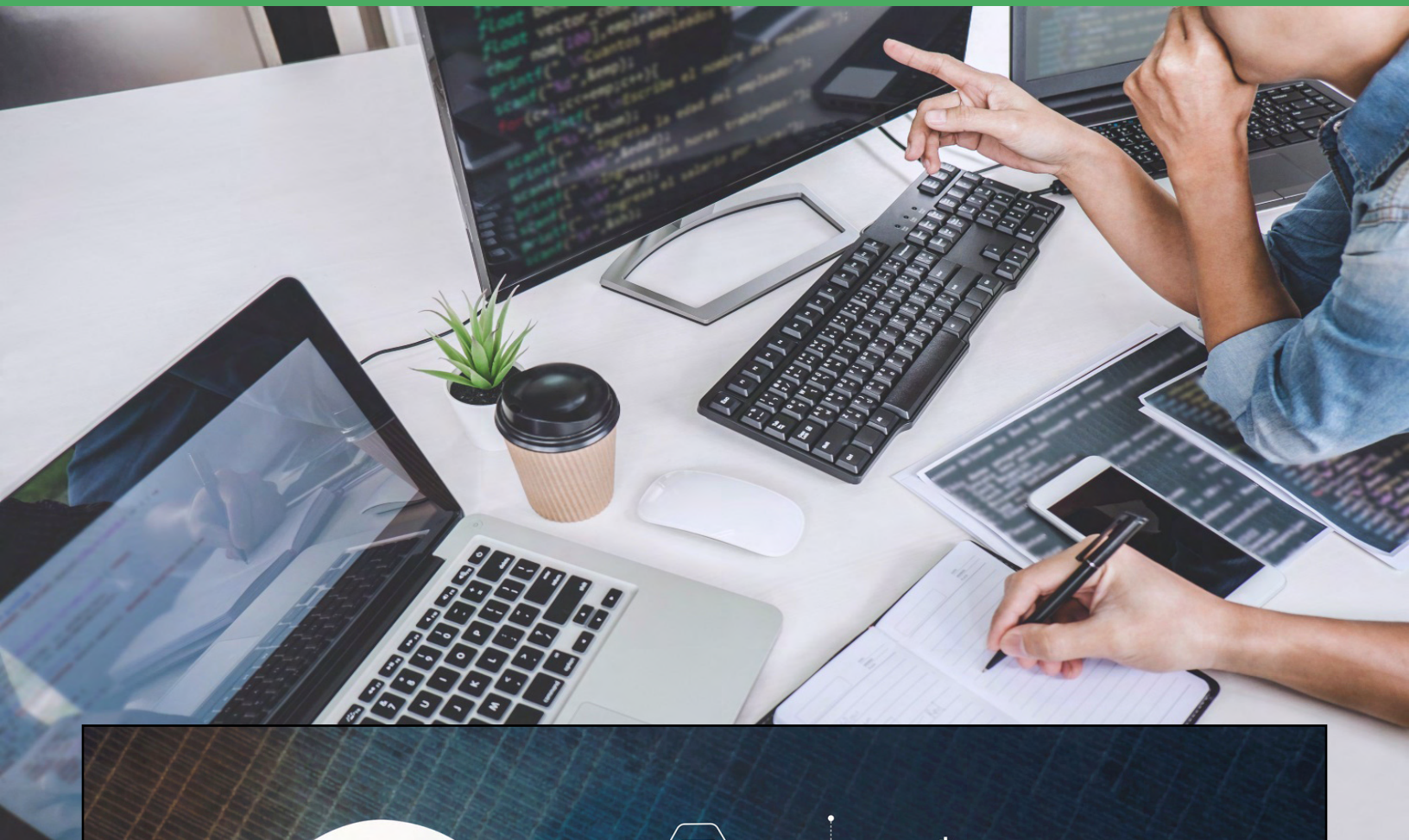
First Time Exhibitor

Drones

- Drone Hardware
- Drone Software
- Drone Software - Mapping

CONTACT
US TODAY
520-722-2000

ADDITIONAL OPTIONS: DIGITAL MARKETING




CONVENIENCE STORE INDUSTRY
NEWS

Whether you want to maximize exposure, differentiate yourself from the competition, or attract more buyers to your website and social media accounts, Source Group offers a wide range of digital options to complement your trade show marketing.

EMAIL BLAST MARKETING

YOUR MISSION IS OUR MISSION

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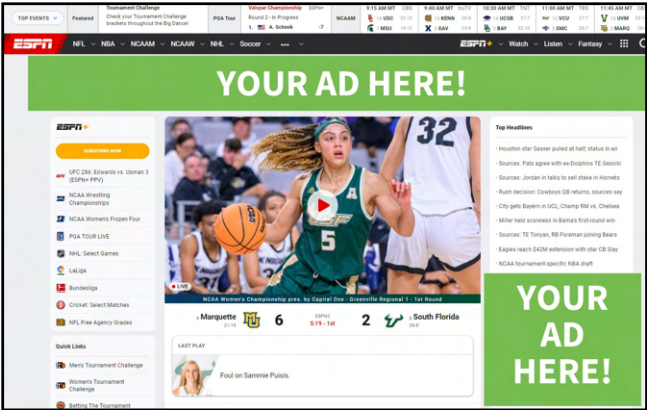
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Don't miss a chance to expand your business. Instead, keep these seven benefits of using digital marketing strategies in mind. With a strong strategy, you can boost business and get leagues ahead of the competition.

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OUR PUBLICATIONS FEATURE TOP CONSTRUCTION COMPANIES AND LEADERS

In the wake of technological advancements, trade shows are changing. Instead of simple networking events, they have become immersive experiences that move and educate clients. And for the other industry sectors, construction is also taking advantage of trade show marketing. With our articles and interviews in Construction Industry News that feature the industry's top leaders and companies, we help you draw attention to your company. Our premier construction publication helps industry leaders make big decisions about technology and the latest innovative products.

We distribute new issues of our publications daily during Con-Expo. From product features and company profiles to engaging advertisements, our issues feature fresh, compelling content that reaches your target audience.

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MAXIMIZE YOUR ROI!

OUR DIGITAL OPTIONS



GEO-FENCE MARKETING

Promote your company to attendees during the show using Google Ads:

- 4 ads will be shown within a 2-mile radius of the convention center and any important hotels in the area
- These ads will be randomly displayed on websites and apps accessed by devices (cell phone, laptop, tablet, etc.) of those with industry-specific interests who enter the area throughout the weekend

EMAIL BLAST MARKETING

We will send a dedicated email blast to a show specific list* one week prior to, or one week after, the show:

- Your company will put together an HTML-formatted email with your branding, message, links, etc. that we send out to thousands of opt-in, industry-specific recipients*

*Not the official attendee list

EMAIL SPONSORSHIP

Sponsor on day of the magazine's email blast that is sent to our show specific list*:

- Your company will be an official sponsor, prominently displayed alongside our publication!

*Not the official attendee list

WEBSITE SPONSORSHIP

Sponsor the magazine webpage:

- Large clickable ad on magazine's specific website page during the entire show and rest of the year

DIGITAL MAGAZINE SPONSORSHIP

Sponsor the magazine itself:

- Large clickable ad next to digital version of the magazine for a specific day of the show

SOCIAL MEDIA POSTS

- Source Group will post your ads each day of the show with targeted hashtags to get the attention of your audience

SOCIAL MEDIA ADS

- Source Group will promote your company on Facebook and Instagram during the entire show in order to get impressions and clicks using industry-specific, interest-based, and location-based targeting.

AFFORDABLE PRICING

Geo-Fencing Ads: \$4,000

Email Marketing: \$8,000

Email Sponsorship: \$1000 per day

Website Sponsorship: \$2,000

Digital Magazine Sponsorship: \$1000 per day

Social Media Posts: \$150 per day

Social Media Ads: \$300 for the entire show

For more information or to see additional details about each option please request the Digital Media Kit!

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371
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Imagination That Connects With Customers

Geoff Wigner, VP sales and marketing at Nashville Display, spoke in detail with Convenience Store Industry News about the company and its products.

Q: Tell us about Nashville Display.



A: As retail industry experts and manufacturing innovators, Nashville Display understands the complexities of creating a retail environment that reflects each brand's unique vision. Our customized in-store displays optimize

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3 Ways to Consistently Deliver Your Brand Promise

Consumers continue to expect more, while operators are doing more with less. The industry is experiencing labor challenges, cost pressure, and a need to continually evolve to meet changing guest expectations.

ECOLAB

EcoSure

Brands work hard to build a positive reputation by consistently delivering on their promise. However, with today's challenges, operations can slip, resulting in a poor consumer experience — which can erode a brand's

continued on page 44

Bite's and Elo's Self-Service Solutions Simplified

Kum & Go has recently launched a new, fresh, made-to-order food program featuring stackers and bowls for all dayparts. Menu items feature premium ingredients, fresh toppings, and sauces. Grab-and-go burritos are also available for customers with time constraints. The program is currently launched in their Little Rock, Arkansas and Omaha, Nebraska markets and is actively being rolled out in the Des Moines, Iowa market.



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PCI Encryption at the Pump — Changing Payment Security

Sean Gately, VP of security solutions for Bluefin, spoke with Convenience Store Industry News about the first-ever PCI-validated point-to-point encryption solution for petroleum and convenience stores.



Q: Can you tell us a little more about Bluefin and what your company does?

A: Bluefin is a leader in payment and data security, specializing in encryption and

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Viva Las Vegas!

Article by Karl Hodgson, Global Sales Director, Adande Refrigeration

Adande is pleased once more to take part in the NACS Convenience Show, this year based here in Las Vegas.



Since we were last at NACS, Adande has continued to grow — with many hospitality and convenience brands across the U.S. seeking us out. Our experience has been that Adande resonates at every organizational level. As a

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Glanbia Performance Nutrition Brings Energy + Hydration From Optimum Nutrition®; New High- Protein Bar Flavors From think! to On-the-Go Shoppers

Article Courtesy of Glanbia Performance Nutrition



Stop by Booth #4279 to check out the latest innovation bringing health and wellness to consumers.

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6 Questions With the Worm Kings: DMF Bait

DMF Bait is the top national distributor of live bait. We had a chance to pull up a bait cushion for a bit and sit down to ask DMF Bait Co.-Owner, Nolan Smith, what makes DMF different and why they're pumped to worm their way into more convenience stores.



Q: Ok Nolan, tell us why DMF is perfect for convenience store placement.

A: First off, our process is

continued on page 44

Big Hygiene Results in a Small Sink Package

By William Gagnon, Vice President of Marketing and Sales, Excel Dryer

For convenience store retailers, hygienic bathrooms are a necessity, as they can have a major impact on your business' bottom line. While customers may initially visit your store for any number of reasons, the need for a restroom will always be a primary driver of traffic. That's why it's important to make an impression that



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