

NACDS Guide to Success

NACDS

The National Association of Chain Drug Stores (NACDS) represents traditional drug stores, supermarkets, and mass merchants with pharmacies - from regional chains with four stores to national companies. Chains operate more than 40,000 pharmacies and employ more than 3.2 million employees, including 178,000 pharmacists. They fill over 2.9 billion prescriptions annually, which is more than 72 percent of annual prescriptions in the United States. The total economic impact of all retail stores with pharmacies transcends their over \$1 trillion in annual sales. Every \$1 spent in these stores creates a ripple effect of \$1.81 in other industries, for a total economic impact of \$1.81 trillion, equal to 12 percent of GDP.

This primer is for first-time attendees and seasoned participants who are interested in maximizing their opportunities at the NACDS Total Store Expo. It has been developed by members of the Membership and Conferences and Education Resources and Communications Subcommittees of the NACDS Retail Advisory Board and is based on their collective experiences.

The guide includes detailed information about the meeting and proven tactics others have found helpful. The descriptions and suggestions are taken from actual business practices of successful NACDS members. The sole focus of this document is to help you prepare for and gain greater value from your participation in NACDS meetings. Your preparation, conduct, and follow-up to these meetings will determine your company's unique Return on Investment (ROI).

For more information about NACDS, visit www.NACDS.org. We hope you have a very successful Total Store Expo experience!



Retail Advisory Board Membership & Conferences Subcommittee:

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Subcommittee Chairman

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American Greetings Corporation

Maisha Webster
The Procter & Gamble Company

Michael Yacullo
Perrigo Company

Total Store Expo

The NACDS Total Store Expo is the industry's largest gathering of its most influential leaders. It is a combination of both strategic and tactical business meetings between existing and new trading partners and is attended by industry decision makers. It will give you and your company a unique opportunity to gain new insights into today's evolving marketplace and set your course for the future.

The Total Store Expo format includes a formal business program featuring business experts and renowned speakers. The Expo also includes a variety of Insight Sessions which features industry experts and panels on some of today's most important issues. Some sessions offer CE credit for pharmacists. These sessions are followed by meetings between retailers and exhibitors in the exhibit hall.

First-time attendees should make it a priority to attend both the Meet the Market and Meet the Industry programs on Saturday. (See page six for more details.)

In the evenings there are a variety of social functions, some are official NACDS functions, while others are private, "by invitation only" events.



Retail Advisory Board Education Resources & Communications Subcommittee:

Dennis Belcastro
Kimberly-Clark Corporation
Subcommittee Chairman

Lynette Ackley
Meijer, Inc.

Brent Cotten
The Hershey Company

Shannon Curtin
Coty Consumer Beauty

Michael Cvrlje
Time Inc. Retail

Tim Erdle
Thrifty White Pharmacy

Katherine Kellerman
SC Johnson

Michael Ridenour
The Kraft Heinz Company

Judy Sansone
CVS Health

Perry Sansone
Helen of Troy

John Sullivan
Kao USA, Inc.

Tony True
Pharmavite

Jeffrey Z. Williams
Nielsen

What Sets the Total Store Expo Apart

Who Attends

Attendance at the Total Store Expo is comprised of the retail senior management team responsible for operating the business including: marketing, merchandising, supply chain, operations, information technology and related functions in both CPG and pharmacy, and their associate member/supplier counterparts.

During the Exhibit Hall hours, it is common to see senior, multi-functional executives of major retail organizations meet with their counterparts from leading CPG or pharmaceutical companies. The meetings are vibrant, the exchanges are sometimes animated, and the results can be profound.

Exhibit Hall Format/Appointments

The Total Store Expo is an appointment-based trade show, although many retailers do walk the aisles looking for new companies and ideas, it is **STRONGLY** recommend you make appointments well in advance of the meeting.

We encourage associate members to contact the specific companies and individuals you would like to meet with during the Total Store Expo. As a registrant you will be able to obtain contact information for all attendees to the Total Store Expo, see "Appointment Tips" on page five.

Networking Opportunities

NACDS has carefully formatted the Total Store Expo to create opportunities for Exhibitors and Retailers to interact. Successful Exhibitors take full advantage of these opportunities to meet Retailers and start conversations.

The daily Networking Continental Breakfast's, Exhibit Hall Lunches and evening receptions are great opportunities to meet new prospects and reconnect with partners.



Must Attend Events!

FRIDAY

Maximizing Your NACDS Relationships and Outcomes
– *By Invitation*

SATURDAY

Networking Continental Breakfast
Meet the Market Kick-Off Session
Meet the Market
Meet the Industry
Supply Chain Summit
– *By Invitation*
NACDS Political Involvement Reception
– *NACDS-PAC Donors Only*
Welcome Event

SUNDAY

Networking Continental Breakfast
Business Program
Exhibit Hall/Lunch
Vision 2029
Total Store Expo Reception

MONDAY

Networking Continental Breakfast
Insight Sessions
Exhibit Hall/Lunch
Vision 2029
Denver Extravaganza

Advance Tips

- ❖ Start your planning early – TODAY!
 - Become familiar with the [Total Store Expo](http://tse.nacds.org) website, tse.nacds.org, particularly the [Schedule](#). The website is updated every night with new information, including that day's registrants, so be sure to check back on a regular basis.
 - Check out [NACDS-TV](#); a powerful tool of instructional and informational videos to assist in preparing for the show.
 - Visit the [Resources for Exhibitors](#) page for helpful tools and information Booth Logistics Tips, and a list of upcoming webinars targeted to new exhibitors.
 - ❖ Start soliciting appointments now!
 - ❖ Contact information for all attendees is available on the [Participants](#) webpage. Learn how to leverage Participating Companies to maximize your meetings by watching this [video](#).
 - ❖ Register all company employees and obtain hotel reservations as soon as possible. Once you have purchased your booth space, your companies "booth contact" will receive instructions and an access code to register your company's employees and make hotel reservations. If you don't know your company's "booth contact" give us a call at (703) 837-4300, extension 2, or send an email to registration@nacds.org.
- Registering early allows you to view the [Participants](#) list so you can start making those valuable appointments right away. Retailer schedules fill up fast so don't hesitate!
- Want all your employees in the same hotel? Close to the convention center? Once registered make your hotel reservations ASAP! Hotels sell out quickly!
- ❖ Download the NACDS Events app, available in early June, on the [TSE homepage](#). This essential tool provides the most current information at your fingertips, wherever you are!
 - ❖ If you need assistance with purchasing a booth, registering yourself and your team, or reserving a hotel room, contact the NACDS team at (703) 837-4300:
 - Exhibits: Extension 3
 - Registration: Extension 2
 - Housing: Extension 1

Questions

Please Call (703) 837-4300

Housing: Extension 1

Registration: Extension 2

Exhibits: Extension 3

Additional Contacts:

General Contractor Freeman

4493 Florence St.

Denver, CO. 80238

P: (303) 320-5100

F: (469) 621-5614

E: FreemanDenverES@Freeman.com

[Exhibitor Service Manual](#)

Hotel Room Drop Approval/ Information

Contact: Toni Tripi (ttripi@nacds.org)

Private Meeting Space located on the Exhibit Hall Floor

Available for use during official exhibit hall hours only. Contact NACDS Exhibits Department at (703) 837-4300, ext: 3

Private Event Space located off the Exhibit Hall Floor

Available for use only when NACDS events are not occurring. Space is NOT to be used during ANY NACDS official events, including all exhibit hall hours, the TSE Business Program, Insight Sessions, or evening receptions.

Contact: Toni Tripi (ttripi@nacds.org)



Appointment Tips

- ❖ Determine who you want to meet with, and what you want to accomplish with them. Check the [Participants](#) section of the website frequently for meeting attendees and their contact information. Familiarize yourself with the retailers and make sure you are meeting with the right person/people. You must be registered for the meeting and have a user name and password to gain access to this information.
- ❖ If you are unknown to the retailer, call for the appointment yourself, it's much more productive than having your administrative assistant do it. Be prepared to answer the hard question, "How will we benefit from meeting with you?"
- ❖ If you are unable to make calls yourself and you have a broker, or an independent sales and marketing firm relationship, ask them to help you set appointments.
- ❖ If you are a smaller, less well-established company and don't know the retailers, consider engaging a broker. Call NACDS, we can assist you with a list of current Sales & Marketing Companies and Manufacturer Representatives.
- ❖ When you invite someone to meet with you, have a concise proposition and tell them up front what the potential opportunity could mean to their business. **Be familiar with their go-to-market strategies and provide data analytics.**
- ❖ Retailers have indicated the most productive meetings are those where an agenda was shared prior to the meeting allowing the right people to be in the meeting to address the opportunity. Consider using the [NACDS Collaborative Agenda Development](#) tool to assist in your meeting planning and help you to decide who needs to participate in your meetings.
- ❖ Make sure you have done your homework regarding the retailer. Review their website, social media sites, download their mobile app, and learn as much as you can about them.
- ❖ Develop a one-page summary detailing the important points about your company, key products, point of difference, your targeted consumer, and any performance metrics that set you apart from your competition.
- ❖ Consider sending an advance thank you along with a sample of your product to remind the retailer of the appointment or an after meeting thank you to recap what was accomplished.
- ❖ Take notes and follow-up on action items after the meeting – **this may be your most critical success factor.**
- ❖ Ask for a mobile phone number from the companies you have appointments with should there be a schedule or location change.

Helpful Links

[Schedule](#)

[Participants](#)

[NACDS-TV](#)

[Resources for Exhibitors](#)

[Exhibitor Tips Videos](#)

[Exhibitor Checklist for Success](#)

[FAQs](#)

Increase Your Presence

[Product Showcase](#)

[Sponsorship Opportunities](#)

[Meet the Market](#)

[Made in USA Program](#)



A Look at Your Day

FRIDAY

We encourage you to arrive on Friday as Saturday is a full day of Meet the Market, Meet the Industry, and other official and non-official meetings. Registration opens at 8:00 a.m. on Friday in the convention center where you will receive your conference badge and related materials.

Your name badge is required for admittance to all NACDS functions associated with the Total Store Expo including Exhibit Hall Installation, 8:00 a.m - 6:00 p.m. Friday and Saturday. It is important to note NACDS will have a “targeted” move-in during Exhibit Hall Installation. Details will be available in the [Exhibitor Service Manual](#) to be emailed to your companies exhibit booth contact by the general contract, Freeman, and on the [TSE website](#).

Finally, first time attendees should plan to attend Maximize Your NACDS Relationships and Outcomes at 5:00 p.m., a great opportunity to network and discuss other companies’ successful approach to NACDS and the Total Store Expo. Please check the Schedule for the specific location of this session.

SATURDAY

If you were unable to register on Friday, do so first thing Saturday morning. Registration opens at 7:00 a.m., followed by your first opportunity to meet retailers at the Networking Continental Breakfast, 7:00 a.m. - 8:00 a.m. and Meet the Market, 9:30 a.m. - 5:30 p.m.

[Meet the Market](#) is a special program designed to introduce the latest innovative products, technologies and services to the retail audience at the NACDS Total Store Expo. Participating exhibitors present their company and products to buyers through a series of 10-minute appointments arranged by NACDS – thousands of presentations are made in this pre- exhibition event. There is no additional charge to participate in Meet the Market, but you must [register](#) by **Friday, July 13, 2018**.

[Meet the Industry](#) is a exhibitor focused program conducted from 12:00 noon – 4:00 p.m. A number of companies will provide 30-minute presentations to include an overview of their company, how they use the Total Store Expo to conduct business, and the kinds of topics they expect to discuss with suppliers during their meetings. There is no additional charge or registration necessary to attend. Seating is first come, first serve.

NACDS will host a fundraising reception for the NACDS Political Action Committee (PAC). This reception is well attended by the NACDS Board of Directors. Open to NACDS-PAC donors.

Don't miss the Welcome Event from 6:00 p.m. – 7:30 p.m. Everyone will be there! This is the perfect opportunity to network and catch up with business associates.



A Look at Your Day

SUNDAY

The day begins with a Networking Continental Breakfast at 7:30 a.m. followed by our Business Program at 8:00 a.m. Periodically check the TSE [Website](#) for updated speaker information.

At 10:00 a.m. appointments begin in the Exhibit Hall with lunch available 11:30 a.m. to 2:30 p.m.

The Exhibit Hall closes at 6:00 p.m. but you can continue to meet with retailers at the Total Store Expo Reception, 6:00 p.m. - 7:30 p.m. in the Hyatt Regency Denver, Centennial Ballroom. The remainder of the evening is open, so make your dinner appointments and reservations prior to arriving in Denver.



General Colin Powell, 2017 Business Program Keynote Speaker

MONDAY

Monday starts with the Networking Continental Breakfast at 7:30 a.m. held prior to our informative, innovative, and topical Insight Sessions from 8:00 a.m. - 9:00 a.m. at the Colorado Convention Center. Again, check the [Schedule](#) as session descriptions and [speakers](#) are frequently added.

Appointments continue in the Exhibit Hall, 9:30 a.m. - 6:00 p.m., with lunch available 11:30 a.m. - 2:30 p.m. The exhibit hall closes and dismantle begins at 6:00 p.m.

On Monday evening, plan to attend the NACDS Denver Extravaganza to be held in the Hyatt Regency Denver, Centennial Ballroom! The evening will feature plenty of great food, great music, and great opportunities to interact with your fellow attendees and find the one or two people that you would like to meet to make the Expo a success. Dress for the evening is casual. ***The perfect way to wrap up your success conference!***



2018 Webinar Schedule

EXHIBITOR TOOLS, TIPS AND TRICKS

Learn about everything we provide to make this your most successful show of the year. We'll review the online resources, member benefits, your Guide to Success and how to leverage press, technology and social media at our show. All exhibitor attendees and planners are welcome to attend.

Webinar Dates:

Tuesday, May 15 at 2:00 p.m. EST
Thursday, June 28 at 3:00 p.m. EST



SHOW LOGISTICS – FROM SET UP TO TEAR DOWN

We will be providing a special focus on the logistics of the show – review the Freeman Exhibitor Service Manual, exhibitor appointed contractor and insurance requirements, targeted move-in/move-out and other logistical details.

Webinar Dates:

Thursday, June 21 at 3:00 p.m. EST
Tuesday, July 24 at 2:00 p.m. EST

ONLINE APPOINTMENT PLANNER

How to use and maximize the appointment planner.

Webinar Dates:

Thursday, March 22 at 2:00 p.m. EST
Thursday, April 12 at 2:00 p.m. EST
Thursday, May 10 at 3:00 p.m. EST
Wednesday, May 23 at 2:00 p.m. EST
Tuesday, June 12 at 2:00 p.m. EST
Wednesday, July 11 at 2:00 p.m. EST

MEET THE MARKET – SUPPLIERS

Maximize the value of your participation in the Meet the Market Program. Learn from executives that sit on both sides of the table in this engaging webinar that is designed to help suppliers that are enrolled in the Meet the Market program be more successful. Invitations will be sent to all Main and Additional Representatives of participating suppliers in the Meet the Market program webinar.

Webinar Date: TBD – Sign up for Meet the Market and receive your invitation via email in *early July*.



Instructional Videos

All videos available on [NACDS-TV](#)

2018 TOTAL STORE EXPO VIDEOS

Welcome to Denver
Participating Companies
Meet the Market
NACDS Events App

PARTICIPANTS

HELPFUL VIDEOS FROM PREVIOUS TOTAL STORE EXPOS

Meet the Industry
Product Showcase
Show Logistics – From Set Up to Tear Down
Exhibitor Tools, Tips, and Tricks



HIGHLIGHTS OF THE 2017 TOTAL STORE EXPO

Saturday
Sunday
Monday

We hope you found this guide a useful tool in preparing for the Total Store Expo and that you have a productive and successful meeting.

See the next page for the “Exhibitor Checklist for Success”, your one page “to do” list.



EXHIBITOR CHECKLIST FOR SUCCESS

To maximize your success and increase your ROI, below is a checklist of important preparation action items.

GET STARTED

- Visit the TSE Website, (tse.nacds.org)
- See who is attending on the [Participants Webpage](#)
- Be on top of the current [Retailer Registration List](#)
- Current [Schedule](#)
- Frequently Asked Questions, [FAQ](#)

RESOURCES FOR EXHIBITORS

Take advantage of the many helpful assets available to you on the [Resources for Exhibitors](#) webpage including:

- o Exhibitor Guide to Success
- o Tutorial Webinars Schedule
- o Exhibitor Dashboard
- o Booth Logistics Section
- o Collaborative Meeting Agenda

EXHIBITING TIPS VIDEOS

- View the many helpful informational videos on our [TSE Exhibitor TIPS](#) video page.
 - o Show Logistics
 - o Exhibitor Tools, Tips & Tricks
 - o Participating Companies
 - o Perfect Your Pitch
 - o Showcase Your Product
 - o Meet the Market

MEET THE MARKET & MEET THE INDUSTRY PROGRAMS

- What is Meet the Market? View the [Meet the Market Video](#)
- Review the [Meet the Market](#) details to see if you qualify
- If so, complete the [Meet the Market Participation Form](#)
- Participate in one of the Meet the Market Webinars
- Review the Meet the Industry details and view [Meet the Industry Video](#)

INCREASE YOUR PRESENCE

- Participate in the Product Showcase and view the [Product Showcase Video](#)
- Increase your exposure by participating on one of our Sponsorship Opportunities
- Add attention to your products if they are "Made in USA"
- Become a Featured Exhibitor to receive
 - o (4) customizable image/text panels and (4) video panels on the [Floor Plan](#)
 - o Priority placement in the online Exhibitor Directory Search results
 - o Inclusion in the **Featured Exhibitor** search option
 - o Highlighted on the floor plan with a corner peel graphic on your booth

For details contact Brett Glatfelter of Map Your Show, brett@mapyourshow.com or 908-399-6245

EASY ACCESS INFORMATION

- View the [NACDS Events App Video](#) then Download the **NACDS Events App** – *available in early June*

QUESTIONS? WE ARE HERE TO HELP!

Call (703) 837- 4300,
Ext. 1: Hotel/Housing
Ext. 2: Registration or registration@nacds.org
Ext. 3: Exhibits or exhibits@nacds.org