

## April Exhibitor Newsletter

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National Association of Chain Drug Stores (NACDS)

Greetings!

Happy Spring! We are all excited to see longer daylight hours and feeling warmer weather. While we here at NACDS are working hard on our upcoming **NACDS ANNUAL MEETING**, we are also pushing out new content and updates to help keep your TSE planning going. Make sure to review the newsletter below to stay up-to-date!

### WHAT'S NEW?

#### FAQ FRIDAYS

FAQ Fridays are calls designed to cover timely topics and provide a channel for planners and attendees to call in and ask questions relevant to where they are in their show preparation.

Each call will have a general topic designed to keep the forward momentum of your show preparation, but we will also be available to answer any questions. If there are common questions amongst the participants, we will add the question and answer to the FAQ section of the TSE website so if you miss a call or two you can quickly learn about questions and answers from the crowd.

- **May 5th – Key Resources Available to You**
- **May 19th – Managing Your Team Logistics**

- June 2nd – Market Exchange
- June 16th – TSE Website Tools
- June 30th – Special Programs: Meet the Market, Made in USA, and Product Showcase
- July 14th – TSE – A Month Away!
- July 28th – Final Preparation

[SIGN-UP](#)

## SHOW MARKETING

Visit the [PARTICIPANTS](#) page to view who is currently registered. These lists are updated daily as new people register. We even have a way to track who has registered since the last time you looked at the attendee list. Attend one of our webinars or give us a call and we will show you.

Update your company profile for the **Market Exchange** using your [EXHIBITOR DASHBOARD](#). Retailers will begin reviewing companies over the next few months! If you need your dashboard credentials resent, please email us at [exhibits@nacds.org](mailto:exhibits@nacds.org).

Participate in the [MEET THE MARKET](#) program. Taking place Saturday August 12<sup>th</sup>, Meet the Market is a special program designed to introduce the latest innovative products, technology, and services to Retailers through a series of 10-minute appointments arranged by NACDS.

Feature a new product in the [PRODUCT SHOWCASE](#), both virtually and onsite! Retailers vote for "Best in Category" and winners are announced Monday August 14<sup>th</sup> during the show and in a special Press Release.

Does your company have one or more products that are "Made in USA?" Let Retailers know you're qualified by joining our ["MADE IN USA"](#) supplier program.

Review and share the [GUIDE TO SUCCESS](#). This primer is for first-time attendees and seasoned participants who are interested in maximizing their opportunities.

Your NACDS TSE Team will conduct a number of webinars focusing on important information, details and technology. Various dates available. [SIGN-UP](#) for the webinars now.

Retailers consider countless brands when making category planogram decisions. Keep your brand at the forefront of Retailers' minds and highlight your industry leadership status at TSE by becoming a sponsor.

### [SPONSORSHIP](#)

## GET SOCIAL

It's never too early to start promoting your presence at the Total Store Expo!

The [EXHIBITOR TOOLKIT](#) has copy and assets you can use to help you build brand awareness, accelerate sales and develop customer relationships before, during, and after TSE.

Use our event hashtag [#NACDSTSE](#) to get your message out. Companies posting with our hashtag appear on our Social Media Buzz feed as well!

[VIEW](#)

## BOOTH LOGISTICS

Review the [EXHIBITOR ACCESS SCHEDULE](#) to know when your booth personnel and exhibit techs can come and go at TSE.

**Do you have an island booth?** If you plan to have a second story in your space, please send a schematic of your exhibit layout to [exhibits@nacds.org](mailto:exhibits@nacds.org) for Fire Marshal approval by Friday May 5<sup>th</sup>.

Only companies that have purchased a 20x20 island or larger are eligible to have a hanging sign. If you qualify, please submit a rendering by May 5<sup>th</sup> for approval. All hanging signs must be approved by NACDS.

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## Is your team registered for show badges?

Make sure you start registering your attendees so they can access content on the website and make hotel arrangements!

**REGISTER**

**HOTEL INFORMATION** is available online! *Your registered attendees will receive a custom link in their Registration Confirmation emails. NACDS DOES NOT USE AN OUTSIDE HOUSING AGENCY. If you receive a call from a housing bureau, they are NOT an official agency of NACDS, does not book within our hotel block, nor do they charge our contracted room rates. Beware of scammers!*

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***Missed a newsletter? You can view all monthly editions online!***

**ARCHIVE**

We look forward to welcoming you to San Diego!

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## CONNECT WITH US



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