

The New Product Zone

A special new area on The NAMA Show floor which operators will visit to discover new products and show specials at the show.

Discover new products in 8 category segments

Request information on products they desire

Get an instant "road map" on where to find those products on the exhibit floor

The NAMA Show contracted exhibitors have a low-cost, high-impact marketing option to ensure maximum promotion, interest and new leads for new products and show specials.

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The #1 reason operators attend The NAMA Show is to discover new products!

Exhibitor New Product Zone Easy Steps

Secure your new product(s) and select section product category for each

Submit the simple form with product image, name, 3 advantages and contact email

Provide the product for display in the New Product Zone at the NAMA Show

Exhibitor Benefits for Each Product

Pre-show new product marketing through a pre-show email campaign 4,000+ pros

On-site product in the highly promoted **New Product Showcase** and lead generation for every person who requests information on your product in our system at the NPS

Greater booth traffic to your booth driven by **New Product Zone Map** to your booth

8 New Product Zone Product Segments

Better for You Products

Chips, Salty & Meat Snacks

Coffee, Tea & Hot Beverages

Cold Beverages, Milk & Water

Candy, Gum & Mints

Cookies, Crackers, Baked & Breakfast Items

Technology, Kiosk, Vending Equipment & Business Services

Entrées: Sandwich, Wrap, Burrito, Frozen & Refrigerated Items

New Product Zone Rates

1-3 products \$850 each

4-6 products \$650 each

7-10 products \$550 each

11+ products \$350 each

New Product (Virtual) Reveal "Stage"

\$600 per new product clip

Pre-show onsite video clip video taped, wrapped, hosted on YouTube and posted on NAMA social media and on the NAMA 365 Mobile App promoted to the entire industry and operator-buyers at The NAMA Show.