



Where Innovation Meets Application

Located at the entrance of The NAMA Show expo floor, **Imagination Way puts your solution into immersive, real-world environments where thousands of industry buyers can experience them in action.**

The NAMA Show is the premier annual marketplace for the technologies, products, equipment and expertise driving the evolution of self-service convenience and unattended retail—from **automated solutions, food and beverage services and smart store technology** to **robotics & AI, frictionless experiences, connected equipment and data & analytics.**

Here, buyers don't just see your innovation solution; they discover **① where it fits, ② how it works and ③ what it could make possible for their business.**

Why Imagination Way?

Imagination Way gives forward-thinking companies a powerful way to introduce technological advances to the convenience services marketplace.



Demonstrate Your Innovation in Action

Let buyers experience your technology working in a realistic application.



Help Buyers See New Possibilities

Show how your solution can open new markets, improve operations or create new consumer experiences.



Start Better Sales Conversations

Create engagement in and drive interested buyers back to your booth (if applicable) for deeper conversations.



Real Environments. Real Applications. New Opportunities.

Imagination Way brings innovation to life in environments representing some of the industry's biggest growth opportunities:

WORKPLACES & CORPORATE CAMPUSES

HOTELS & HOSPITALITY

MULTIFAMILY RESIDENTIAL

COLLEGES & UNIVERSITIES

TRAVEL & TRANSPORTATION

HEALTHCARE

ENTERTAINMENT & PUBLIC VENUES

MANUFACTURING FACILITIES



Apply to Participate

If your company is advancing self-service convenience and unattended retail, apply now for consideration.

Qualifications



LATEST ADVANCES Technology showcasing advances in AI, robotics, smart and autonomous stores, grab-and-go, automation, machine learning, connected equipment, data analytics, dynamic pricing, personalization, demand forecasting, inventory intelligence and other forward-thinking applications.



NEW TO MARKET Recently introduced technology that has not previously participated in Imagination Way or The NAMA Show exhibit hall, unless showcasing a new product or innovation premiere.



EXPERIENTIAL Technology that can be demonstrated in an interactive, immersive and engaging way.

Participation Includes:

- ✓ Demonstration space within a curated real-world environment
- ✓ Complimentary registrations for clients and prospects
- ✓ 500-watt standard electrical service
- ✓ Promotion through The NAMA Show website, app, social media and pre-show marketing
- ✓ Complimentary staff registration

PARTICIPATION DETAILS: Imagination Way is a demonstration experience and does not replace exhibit space. Accepted innovations are placed within themed application environments selected by NAMA and must be staffed during designated Imagination Way hours. Additional signage, furnishings or displays require advance approval. Premium carpet and environmental graphics are provided. Material handling and specialized utilities or services required to install and operate participating equipment are additional.



4.24/5.0 IN ATTENDEE SATISFACTION

111 COMPANIES

HAVE PARTICIPATED SINCE 2022

“Imagination Way is one of the best parts of The NAMA Show — it’s where you can truly see, touch and even taste the latest innovations, making new concepts feel real and immediately applicable.”

— 2026 IMAGINATION WAY ATTENDEE

Source: 2026 TNS Event Survey

Make the Call Today!

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REFRESHMENTS



INNOVATION LEADERS LIKE THESE HAVE MADE IMAGINATION WAY THEIR STAGE