



## Who Are We?

NACS is committed to the advancement of the consumer show industry through furthering the growth and professionalism of those involved in the production of consumer shows. NACS solely focuses on the issues of the public show industry, representing over 300 consumer show producers of all types and sizes and their suppliers throughout North America.



## What Members are Saying

*"As a new member attending my first convention, I was able to enhance my skill level, better prepare for the future of our company, and build a network of industry peers that I can rely on when challenges arise in the future."*

*"I joined NACS because I felt that having a forum of show producers with similar challenges and needs would benefit me. Having other professionals to talk to and network with has helped me become a better show producer."*

*"I can't imagine being without this organization. The wealth of knowledge and experience brought from the large and small producer, the independent, the association, those that produce shows on the national level and those on the local level is invaluable. What an opportunity to connect with our industry and our peers."*

*"I am a big believer that there is strength in numbers, and there is no question that my business is better today because of my membership and participation in NACS."*

*"NACS provides me insights on how to make my shows operate more smoothly, and how to market more effectively."*

# NACS

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# NACS

## Addressing the Issues that Affect Consumer Shows



## National Association of Consumer Shows



## Our Goals

### Communications and Industry Relations

- ★ To keep our members aware of NACS activities, encouraging their support and participation.
- ★ To identify trends and patterns occurring within the industry.
- ★ To create partnerships with other industry associations, achieving recognition as the voice of the consumer show industry.

### Education & Networking

- ★ To assist those involved in producing public shows achieve their business goals by increasing their knowledge of business principles and practices.
- ★ To increase the expertise of show professionals in all aspects of producing shows, from research to marketing to management.
- ★ To provide opportunities for sharing information, ideas, experiences, and knowledge with fellow industry professionals.

### Promotion

- ★ To assist members in garnering attention for the value of consumer shows to the local community.
- ★ To increase awareness of the benefits of exhibiting and attending consumer shows.

**NACS**

## Providing Show Producers with Industry Information

### Events

The NACS Annual Convention offers an array of educational programming focusing on the current issues and concerns of the consumer show producer.

Participation gives you the opportunity to acquire new ideas for your business through education and networking with fellow industry professionals.

### Publications

All members receive the bimonthly newsletter, the NACS Show Producer. Each issue contains articles and information that can be readily applied to your organization. Membership also includes a free listing in the NACS Membership Directory, keeping you connected to your colleagues in the industry.

### Internet Exposure

Receive international exposure by listing your shows on the association's website at [www.publicshows.com](http://www.publicshows.com).

### Surveys & Templates

NACS has templates for post-show exhibitor surveys, creating show budgets, surveying attendees, assessing the economic impact of your show, and more—useful tools to keep your time focused on producing shows.

Annual surveys of members monitor the growth of the consumer show market, the costs of doing business, and marketplace trends.

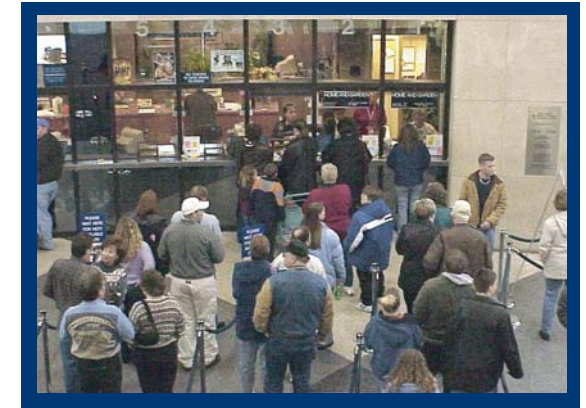


## Our Story

In 1987, a small group of consumer show producers met and decided they needed an organization solely devoted to the issues facing the consumer show industry. These visionaries knew the unique challenges faced by consumer show producers and felt it was paramount their voice be heard within and outside the trade show industry.

Today the challenges of date protection, taxation, antitrust issues, date security at facilities, competition from other entertainment venues, etc. continue to pressure these professionals.

NACS knows the issues and the players and has been successful in developing relationships with other industry groups that benefit all consumer show businesses. With this insight, NACS keeps its members informed and assists with local, regional and national issues.



## Membership Has Extra Benefits

- ★ Surveys specific to the industry.
- ★ National educational convention focusing on industry specific issues.
- ★ Discounted pricing on exhibit sales & training resources.
- ★ Dedicated professional association staff.
- ★ State-of-the-art interactive website.
- ★ Listings of your shows through [www.publicshows.com](http://www.publicshows.com).
- ★ Access to cost effective show cancellation insurance.
- ★ Member assistance through a toll free phone number and e-mail.