

# Marketplace 101

## Colorado Convention Center Stats

- 584,000 sq. ft. exhibit space on one level
- 63 meeting rooms providing 100,000 sq. ft. of meeting space on one level
- 35,000 sq. ft. Four Seasons Ballroom
- 50,000 sq. ft. Korbel Ballroom
- 5,000 fixed-seat Wells Fargo Theatre
- 1,000 parking spaces
- More than 8,400 hotel rooms within walking distance



## What Retailer/Buyers Attends?

- Key retail decision-makers from over 230 retail chains in Drug, Food, Mass and Specialty Retail. Chains range from CVS to Walgreens, from Ahold to Wegmans, from BJ's to Walmart, as well as Best Buys Direct, Big Lots, Dollar General, and many more.

## What level of authority do the buyers have?

- The Category Managers, Directors, VPs and Senior VPS, and in many cases the Presidents of the chains will be on the floor at Marketplace. These are the key decision makers for product placement.

## How Big is the Industry?

- The buyers at Marketplace represent over 145,000 retail outlets & over \$500 billion in annual buying power.

## **What Types of Products are Displayed?**

- Baby Products, Cosmetics and Fragrances, Healthcare/OTC & Home Healthcare; Personal Care, Bath & Beauty; General Merchandise & Photo; Food & Beverages; Services and more.

## How Many Exhibitors Attend?

- Over 450 manufacturing companies display thousands of products and services.

## What is the Format of the Show?

- Marketplace is an appointment oriented tradeshow, with a special guaranteed appointment program the day before the exhibit hall opens and relevant programming during non-exhibit hall hours.

## What is the: Guaranteed Appointment Program?

- In addition to a host of tools that helps you solicit appointments in your booth, NACDS hosts a "Meet the Market" guaranteed appointment program, where we will schedule your company to meet with buyers in your category(s) through a series of 10-minute appointments the day before (Saturday) the exhibit hall opens.

## **How Many Appointments are Pre-Booked for “Meet the Market”?**

- The "Meet the Market" totals over 8,000 pre-scheduled meetings, but the number of appointments for exhibitors varies, depending on the category(s) of your product(s) and the number of buyers and exhibitors in those categories.

## **What is the Cost of "Meet the Market"?**

- There is no additional cost; it is included in your booth fee.

## **What Additional Resources Are There to Assist New Exhibitors Coming to Market?**

- There are a host of resources designed to help you maximize your ROI at: [www.nacdsmarketplace.org](http://www.nacdsmarketplace.org)  
Exhibitors / Exhibitor Resources.

## What is the: “Meet the Retailer” Program?

- It is a seminar format program of "How to do business with....a retailer company" held on Sunday morning prior to the Exhibit Hall opening.

## **What Other Networking Opportunities Are There at the Conference?**

- There are social functions after the hall closes on three nights and lunches in the exhibit hall on Sunday & Monday.

## What is the: “Retailer Preview”?

- It is a period of time held on Sunday morning, when the exhibit hall is open to retail attendees only. It's an opportunity to make a great first impression with your products on display.

## Why Should You Exhibit at Marketplace?

- Marketplace allows you to save money by seeing multiple retailers all in one place at one time vs. visiting each individual HQ. Put your products and services in front of the decision-makers for over 145,000 retail outlets.

For Additional Information go to:  
[www.nacdsmarketplace.org](http://www.nacdsmarketplace.org)

Or Call the Marketplace Team at:  
(703) 837-4320