

PHIMEDIA ATTENDS NATIONAL ASSOCIATION OF CONVENIENCE STORES SHOW:

NACSSHOW

November 7th – 10th

PhiMedia attends the NACS Show at the Georgia World Congress Center in Atlanta, GA. PhiMedia had the opportunity to meet with interested advertisers such as Hershey's, (covering brands such as Almond Joy, KitKat, MilkDuds, Reese's, Jolly Ranchers, IceBreakers, Twizzlers, Bubble Yum and many others), BadBoy Power Drinks, Kellogg's, Jack Link's Beef Jerkey, Supreme Protein Bars, Mike's Hard Lemonade, BookKoo Energy, Unilever (covering brands such as Slim-Fast, Vaseline, Lipton, Hellman's, Dove, Country Crock, Axe Body Spray, Bertolli and many others), Sara Lee, Anheuser-Busch and more. Fueled by dispensed cash at the point of sale, the PhiMedia Network is quickly becoming a highly desired branding position for marketers, branders and product manufacturers. Where others fail to leave a lasting impression, PhiMedia delivers the final message at the critical point of purchase. Advertisers are now guaranteed to reach a financially capable audience in the buying mode thus affecting purchasing decisions and increasing sales. PhiMedia looks forward to complimenting the ATM Industry by providing a cost free, passive revenue stream powered by National and Regional Advertisers in early 2008.

WHO ATTENDS THE NACS Show Senior Management – 49%
Operations – 29%
Marketing/Category Management – 16%
Finance/Technology – 4%
HR and Legal - 2%

WHY RETAILERS ATTEND THE NACS SHOW

93% See new products and development
73% Make business contacts
64% To see a specific product or company
57% General Interest
58% Get technical or product information
54% Attend seminars
51% Networking

WHY EXHIBITORS CAME TO THE NACS SHOW 2006

94% wanted to establish a presence, increase awareness of their products and maintain an image within the convenience industry.
85% were interested in obtaining sales leads.
81% were seeking product exposure.

Source: NACS 2006 Post-Show Survey

“Consumers have been desensitized by traditional marketing like static POP displays and the like. What digital signage does is capture their eyes.”

LEIF LARSON
CO-FOUNDER OF KIOSK MAGAZINE



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