

# NATO★SHOW

# 2012

## **REGISTER NOW!**

**NATO Trade Show  
April 24-26, 2012  
Paris Hotel and Casino  
Las Vegas, Nevada**

**CSP** Magazine is the Official Media Partner of the NATO Show

**[www.NATOShow.com](http://www.NATOShow.com)**



# Support The Show That Supports You!

Today's tobacco retailer has to be thinking, "Someone is out to get me!" Yet, with every new regulation, state excise tax and smoking ban, our industry bounces back with innovation, integrity and the continued dedication to meet adult consumers' needs. Our strength is our resilience and creativity.

Retailers need ongoing legislative interpretation, analysis of key business indicators and insights into the changes in tobacco usage that can be found only at NATO'S 11th Annual Meeting and Trade Show. Come join us to experience candid and in-depth discussions, make new contacts and share knowledge to keep you ahead of any challenges thrown at you.

## TUESDAY, APRIL 24, 2012

<b>Registration Open</b>	7:30 AM–5:00 PM
<b>Available for Affiliate Meetings</b>	8:00 AM – 4:00 PM
<b>Opening Night Reception</b>	6:00 PM – 7:30 PM

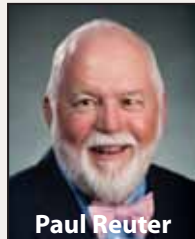
*Free to ALL retailers. Fee for suppliers.*

## WEDNESDAY, APRIL 25, 2012

<b>Registration Open</b>	7:00 AM–5:00 PM
<b>Concurrent Education Sessions</b>	8:30 AM – 9:30 AM

*Note: All education sessions are FREE to NATO members. Fee for non-members.*

Choose 1 of 3 options



**Paul Reuter**

### Option 1 "NATO/CSP Survey: Total Tobacco's Evolution"

*Presenters*

- Paul Reuter**, President, CSP Magazine
- Mitch Morrison**, Vice President & Group Editor, CSP Magazine

*Sponsored by Swedish Match*

Regulation and tax increases have dramatically and permanently altered the business environment in which retailers operate. This session will provide the results of an industry wide second annual

survey of practices, issues, opportunities and challenges in the tobacco category. The information provided here will help each executive with their strategic planning as they face the challenges of the tobacco industry head-on. Learn what tobacco retailers are using as the standards for measuring performance and take home simple, practical benchmarks that you can use to evaluate your own retail business.

### Option 2 "Mastering Convenience Store Tobacco"

*Presenters:*

- Jim Fiene**, COO, Open Pantry Food Marts of WI
- Martha Flint**, Category Manager, Landmark Industries



**Jim Fiene**

Convenience store tobacco/OTP category managers are in a unique situation. They have the distinction of managing a highly regulated and restricted-use product line with a very dedicated consumer base. And the category provides a significant amount—one-third—of the stores' profitability. The tobacco manager, like the tobacco store owner, weaves through myriad annual contract negotiations, has the same need to forecast sales mix changes and is required to have inventory information at the touch of a button. This session explores the view from the c-store tobacco category manager and outlines best-in-class processes for fact-based decision-making.

### Option 3 "Maximizing Profits with Technology"

Are you getting the most out of your point-of-sale (POS) system? Is your price book working on your side? Whether you're just getting started or you're already scanning, you will walk away from this session with a clearer understanding of how POS efficiently manages inventory, reduces shrink, ensures accurate and consistent pricing, simplifies transaction analysis and statistically provides a map to improved profitability. Through retailer testimonials, you will hear how POS, if used to its full potential, can revolutionize how you do business.

**[www.NATOShow.com](http://www.NATOShow.com)**

## General Session

9:45 AM – 10:45 AM



### “U.S. Tobacco Trends and Insights”

**Bonnie Herzog**, Managing Director, Beverage, Tobacco & Consumer Research, Wells Fargo Securities, LLC

This informative, frank discussion on the current U. S. economic situation reveals how its volatility affects our business today and how it will in the future. Herzog, a respected tobacco industry financial analyst, presents the trends, the influence of FDA regulation and higher taxes on consumer behavior and on how the sales mix continues to evolve.

## Exhibit Hall NATO Show Floor Open

11:00 AM – 5:00 PM

## NATO Reception and Awards Dinner

*For NATO Members only.*

6:00 PM – 9:30 PM

## THURSDAY, APRIL 26, 2012

## Registration Open

7:00 AM–4:00 PM

## General Session

8:30 AM – 9:45 AM

### “The (Tobacco) Leaves of Change”

**Scott Rasmussen**, Founder and President of Rasmussen Reports, Network and Cable News Commentator, Co-founder of ESPN



Tobacco leaves adorn our national monuments and governmental buildings in Washington, DC, giving silent testimony to tobacco’s role in building our great nation. Yet in those same halls our industry fights daily for our very existence. Is there a light at the end of the tunnel with a possible change in the Executive Branch? Or is that light a train

coming our way? No one is more qualified to provide insight into these issues than Scott Rasmussen.

Mr. Rasmussen has been an independent public opinion pollster since 1994 and is a frequent guest on Fox News, CNBC, the BBC, and other major media outlets. Mr. Rasmussen has his finger on the pulse of the upcoming presidential election and will give us his insight on who our next president is likely to be and how that might impact the tobacco industry.

## Concurrent Education Sessions

10:00 AM – 11:00 AM

*Choose 1 of 2 options*



### Option 1 “What are the Secrets to Success?”

*Presenters:*

1. **Dan Gallagher**, Vice President / Smoker Friendly
2. **Andrea Myers**, Kocolene Marketing/ Smoker’s host

What are the secrets of double-digit growth in this volatile market? A panel of top-quartile tobacco operators gives us a glimpse into how each manages to meet shoppers’ changing needs profitably. Each operator begins with a pictorial introduction to their outlets and portrayal of their core customer before describing how they adapted their product mix and marketing techniques. What new items have they introduced recently? Have they reallocated space and inventory to accommodate OTP and MST? How much focus do they allow for ancillary items such as gifts, beverages or snacks? Listen carefully to their success stories as well as tales that begin with the phrase, “We’ll never do THIS again ...”

### Option 2 “Selling Tobacco After ‘Big Brother’ Redesigns Your Store”

*Presenter: Michael Lawshe*, Paragon Solutions



Whether designing a store from the ground up or remodeling an existing site, getting the return on your capital investment requires the best use of space and resources and a customer-friendly atmosphere. A creative store design begins with insights into the morphing needs of the tobacco store’s customer and an understanding of the owner’s equipment, management requirements and growth plan. By incorporating efficient, low-energy lighting and temperature control for reduced costs while creating effective merchandising displays for impulse sales of snacks, beverages and gift items, the well-designed store results in increased sales and improved margins. In this session, a retail design consultant shares examples of successful store designs and explains how even the smallest details make a difference to the bottom line. Attendees will also get the latest insight into how FDA mandates regarding tobacco marketing and sales will impact store design and product sets.

## Exhibit Hall NATO Show Floor Open

11:15 AM – 3:45 PM

## General Session

4:00 PM – 5:00 PM

### “2012 Legislative and Regulatory Environment”

*Presenter: Thomas Briant*, Executive Director, NATO



**NATO’s Executive Director, Thomas Briant, monitors state tobacco legislation and federal FDA regulations continuously and will provide not only an update on legislation and regulations, but also a critical analysis of what these state actions and FDA regulations mean for tobacco retailers. For those who have not heard Briant speak on industry issues, know that you’re in for a thorough and in-depth review of what you need to know about tobacco legislation and regulations. This session is a must-attend for all retailers to gain insightful knowledge of how state governments and the FDA will impact their businesses.**

# Why attend the 2012 NATO Show?

There are over 144,000+ convenience stores and an additional 14,000 tobacco outlets in the United States. NATO's passionate commitment to protecting the interests of all tobacco retailers for the last decade has earned the respect and support of tobacco-only retailers such as Smoker Friendly and Tobacco Superstores, as well as full-line convenience retailers such as 7-Eleven and Cumberland Farms. These members, the wholesalers that supply them, and hundreds more will attend the NATO Show because they believe in supporting the show that supports them.

## Retailers...

"As a full line tobacco retailer with over 700 independently owned and operated stores we are very motivated to keep our 'finger on the pulse' of anything and everything to do with the tobacco business. Whether it is legislative issues that threaten our very existence or the latest products, systems, processes and technology that improve our profitability, NATO is our go-to source. NATO is the primary trade organization we participate in and the NATO Show is the primary trade event we support and attend."

— Terry Gallagher, Jr., President, Smoker Friendly

## Exhibitors as of 11/9/11

A & T Tobacco Marketers	Lucky Sales
Altadis USA	M & R Holdings
Altria	Missouri Meerschaum Co.
American Snuff	Music City Marketing
Arango Cigar Co.	National Honey Almond
ARS Business Solutions	National Tobacco
Bag of Bags	Native Trading Associates
Bahama Mamas Cigars	Nat Sherman
BIC Consumer Products	NATO
C & C Cigars	Natural Emphasis LTD
Cheyenne International	NJOY Electronic Cigarette
Clean Electronic Cigarette	New Image Global
Commonwealth Brands	Nicotek
Crown 7	Northerner Scandinavia
CSP Information Group	Premier Manufacturing
Davidoff of Geneva	Prime Time International
Dosal Tobacco	Quickdraw Machine
Drew Estate	R. J. Reynolds Tobacco
East Carolina RYO	Republic Tobacco
East West Trading	Rocky Patel Premium Inc.
Fastrax POS	Rouseco, Inc.
Freedom Smokeless	RYO Machine Rental
Fuma International	S & M Brands
General Cigar Company	Santa Fe Natural Tobacco
Glow Industries	Skookum Creek Tobacco
Golden Valley Tobacco	Smoker Friendly International
Goodrich Tobacco Co.	Smokey Mountain Snuff
Great Midwest Tube	Starbuss Tobacco
Harold Levinson Assoc.	Star Scientific Inc.
HBI International	Swedish Match
Inter-Continental Cigar Co.	Swisher International
Inter-Continental Trading USA	Tantus Tobacco
J.C. Newman Cigar Co.	Trend Settah, Inc.
JM Tobacco	United Group International
Johnson Creek Enterprises	U.S. Flue-Cured Tobacco Growers
J.T. International	Villiger Stokkebye Int
King Maker Marketing	Wildhorse Distributing
Liaison Sales & Marketing	Zander-Greg Inc.
Lil' Brown Smoke Shack	Zippo Manufacturing Co.
Lorillard Tobacco	

## Hotel Accommodations

The group rate at the Paris is only \$109.00 per room per night for single or double occupancy. Rates are subject to 12% room tax. To reserve your room at the hotel, go to [www.NATOShow.com](http://www.NATOShow.com) and click on the "Hotel and Travel Tab." The cutoff date for the preferred rate at the hotel is March 10, 2012. After March 10, 2012, rooms will be at a rate and space available basis.

## For more information and to register

To register for the meeting and hotel accommodations, go to [www.NATOShow.com](http://www.NATOShow.com)

### TOBACCO PRODUCTS

Cigarettes  
Cigars  
Pipes/Pipe Tobacco  
RYO/MYO  
Smokeless Tobacco

Cash Register Systems  
Gift Items  
POS Software  
Tobacco Magazines  
Tobacco Signage

Inventory Optimization  
Lottery/Gaming  
Loyalty Programs  
Novelty & Seasonal  
Personnel Services  
Prepaid Gift Cards  
Prepaid Tele-

### OTHER CATEGORIES

### TOBACCO ACCESSORIES

Cigarette Accessories  
Cigar Accessories  
Electronic Cigarettes  
Humidors  
Lighters  
RYO/MYO Machines  
& Tubes

Accounting  
Advertising  
Candy  
Check Cashing  
Computers  
Consultants  
Facilities Management  
Financial Services  
General Merchandise  
Humidifiers  
Insurance

communications  
Publications/Maps  
Fixtures and Displays  
Security Equipment  
& Services  
Software  
Store Design & Layout  
Western Union/  
Money Gram

### TOBACCO-RELATED

Air Cleaning Systems  
Candles



*The National Association of Tobacco Outlets (NATO) is an association organized to enhance the common business interests of all tobacco retailers, to support the legislative interests of association members, and to encourage responsible tobacco retailing.*

[www.NATOShow.com](http://www.NATOShow.com)



Scan this code with a QR code reader to be taken to [www.NATOShow.com](http://www.NATOShow.com).

# Save Time! Register Online at [www.NATOShow.com](http://www.NATOShow.com) Attendee Registration Form

This information will be used for all NATO mailings and events. This form is for attendees only.



[www.NATOShow.com](http://www.NATOShow.com) • 770-932-3263

April 24-26, 2012 • The Paris Hotel & Casino • Las Vegas, Nevada

ATTENDEE INFORMATION – Please print contact information exactly as you wish it to appear on your badge and in the show directory.				
<input type="checkbox"/> MR. <input type="checkbox"/> MRS. <input type="checkbox"/> MS.	FIRST NAME	NICKNAME FOR BADGE	LAST NAME	SUFFIX
JOB TITLE			COMPANY	
MAILING ADDRESS				
CITY		STATE	COUNTRY	ZIP/POSTAL CODE
PHONE		FAX	E-MAIL	
E-MAIL ADDRESS FOR CONFIRMATION IF DIFFERENT FROM ABOVE				

Is this your permanent contact information?  Yes  No  
If yes, this information will be used for all NATO mailings and events.

ATTENDEE PROFILE
<p><b>I am a (check one):</b></p> <p><input type="checkbox"/> Retailer – Single Tobacco Outlet</p> <p><input type="checkbox"/> Retailer – Multiple Tobacco Outlets Qty. _____</p> <p><input type="checkbox"/> Retailer – Convenience Store(s) Qty. _____</p> <p><input type="checkbox"/> Retailer – Liquor Store(s) Qty. _____</p> <p><input type="checkbox"/> Retailer – Grocery Store(s) Qty. _____</p> <p><input type="checkbox"/> Wholesaler/Distributor (involved in wholesaling/distribution of products to tobacco outlets or convenience stores)</p>
<p><b>COMPLETE ONLY IF YOU ARE A RETAILER, WHOLESALER, OR DISTRIBUTOR</b></p> <p><b>My Primary Job Function is (select only one):</b></p> <p><input type="checkbox"/> Finance</p> <p><input type="checkbox"/> Human Resources</p> <p><input type="checkbox"/> Marketing/Category Management/Merchandise</p> <p><input type="checkbox"/> Senior Management (Examples: CEO, President, Chairman, General Manager, Owner, Partner, VP)</p> <p><input type="checkbox"/> Store Operations/Facilities/Risk Management</p> <p><input type="checkbox"/> Technology</p> <p><input type="checkbox"/> Other/Please Specify _____</p> <p><b>Role In Buying (select one):</b></p> <p><input type="checkbox"/> Final Say</p> <p><input type="checkbox"/> Recommend</p> <p><input type="checkbox"/> Neither</p> <p><b>My Age Range is</b></p> <p><input type="checkbox"/> 21-24      <input type="checkbox"/> 50-59</p> <p><input type="checkbox"/> 25-29      <input type="checkbox"/> 60-69</p> <p><input type="checkbox"/> 30-39      <input type="checkbox"/> Prefer not to answer</p>

ATTENDEE REGISTRATION	NATO MEMBER PRICE			NON-NATO MEMBER PRICE			YOUR AMOUNT
	Super Saver through Jan. 15	Early Bird Jan. 16-Mar. 1	Standard After March 1	Super Saver through Jan. 15	Early Bird Jan. 16-Mar. 1	Standard After March 1	
Exhibit Floor Only	<input type="checkbox"/> FREE!	<input type="checkbox"/> FREE!	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 40	<input type="checkbox"/> \$ 50	
Exhibit Floor & Conference	<input type="checkbox"/> FREE!	<input type="checkbox"/> FREE!	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175	

**Opening Night Reception – Tuesday, April 24, 2012.** Reception is free to All Retailers/Wholesalers (Members and Prospects)  
Please let us know if you will be attending the Reception so we may include a ticket in your registration packet.  Yes  No

SPOUSE INFORMATION — Only spouses and significant others are eligible for Spouse Registration			
<input type="checkbox"/> MR. <input type="checkbox"/> MRS. <input type="checkbox"/> MS.	FIRST NAME	NICKNAME FOR BADGE	LAST NAME
DO YOU WORK FOR THE COMPANY LISTED ABOVE?			
<input type="checkbox"/> Yes <input type="checkbox"/> No IF YES, PLEASE PROVIDE TITLE			

SPOUSE REGISTRATION	NATO MEMBER PRICE			NON-NATO MEMBER PRICE			YOUR AMOUNT
	Super Saver through Jan. 15	Early Bird Jan. 16-Mar. 1	Standard After March 1	Super Saver through Jan. 15	Early Bird Jan. 16-Mar. 1	Standard After March 1	
Exhibit Floor Only	<input type="checkbox"/> FREE!	<input type="checkbox"/> FREE!	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 40	<input type="checkbox"/> \$ 50	
Exhibit Floor & Conference	<input type="checkbox"/> FREE!	<input type="checkbox"/> FREE!	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175	

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**Instructions:** [NOTE: The online registration system at [www.NATOShow.com](http://www.NATOShow.com) is a faster and easier alternative than using this form.] This form is for **Retailers and Wholesaler/Distributors** only. Confirmed exhibitors will receive an email containing a unique code to use to register booth personnel. **All other attendee types** including: Non-exhibiting manufacturers, Service Providers, Brokers, Importers, et. al. must **register using the online registration system** at [www.NATOShow.com](http://www.NATOShow.com). **Every Attendee** Must be Registered. Membership Status will be **Verified** by NATO Staff. All attendees entering the show floor must be **21 years old** or older. To register **Additional Attendees** from your Company, make additional copies of this form. **ALL CORRESPONDENCE** for the Show will be sent via e-mail. Questions regarding registration should be directed to NATO Show staff at 770-932-3263. Advance registration closes on March 31, 2012.

PAYMENT INFORMATION – Registrations WILL NOT be processed without payment (if payment is due).		REMITTANCE	
<input type="checkbox"/> CHECK PAYABLE TO NATO (US Funds drawn on US bank)	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	TOTAL DUE NATO	<p><b>MAIL FORM WITH PAYMENT TO:</b> NATO Registration 3459 Lawrenceville Suwanee Road, Suite C Suwanee, Georgia 30024-6427</p> <p><b>OR FAX TO:</b> 770-932-3276 (Credit Card Payments Only) Meeting Confirmations will be emailed or faxed. Please verify email address and fax number as indicated above.</p>
CREDIT CARD NUMBER		EXPIRATION DATE	
CARDHOLDER NAME	SIGNATURE		

**Refunds & Cancellations:** Cancellation requests must be emailed to [Info@natoshow.com](mailto:Info@natoshow.com) or faxed to 770-932-3276 before March 15, 2012. The registration fee, minus a \$35 processing fee will be refunded. After March 15, the full amount of the registration fee will be forfeited. Transfer of registration to another person within your company may be done at any time without penalty. If you have questions or further inquiries please call the NATO Show staff at 770-932-3263. **NOTE:** Refunds may take up to 10 days to process.

The signatory of this form agrees to accept and pay all charges including adjustments to correct arithmetical errors as well as per event costs based on the events chosen and your company's current membership status with the National Association of Tobacco Outlets (NATO). Moreover, the signatory specifically authorizes NATO to charge any such amounts to the credit card referenced on this form.



Please call 770-932-3263 and a member of the NATO Show staff will assist you.