

Products in the Spotlight



Do you have a new product or product premier to showcase at NAMA's Coffee Tea & Water?

Spotlight items directly from your booth with our new product "People's Choice Award" program. Drive traffic to your booth with a "New Product" flag,

then encourage attendees to vote for your product for the "People's Choice Award". Products can be submitted in the following categories:

- **HOT BEVERAGE**
coffee | tea
- **CHILLED BEVERAGE**
coffee | tea | water | misc.
- **BEVERAGE EQUIPMENT**
brewers | dispensers | filters | spare parts
- **FOOD OR SNACK**
food for pantry services
- **CUSTOM EXPERIENCE ADD-ON**
condiments | creamers | utensils | cups
other disposables
- **TECHNOLOGY**
platforms | apps | payment systems

What's Included

- New Product flag for booth to be recognized by attendees
- QR code on signage near your product leading to the voting landing page
- Product featured on the People's Choice Award page of the website
- Inclusion in show guide listing where all the new products are located
- Product featured in promotional email to NAMA membership and prospects
- Push notification in app during the show
- NAMA will promote attendee voting by offering an entry for a free NAMA show registration
- Winners will receive digital badges/graphics to include on their website, a press release by NAMA, and recognition on the NAMA website

\$599 PER PRODUCT

For more information or to purchase this opportunity, please contact your sales representative.

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