



## NACS Show 2016 breaks Atlanta attendance record

**The 2016 NACS Show and PEI Convention gathered 23,301 overall attendees, breaking its attendance record for Atlanta, Georgia - one of the three cities where the leading trade fair for the fuel retailing and convenience sectors in the U.S. takes place every year.**

*Check our video event review of the NACS Show 2016 [here](#)*

During three days, exhibitors, visitors, and buyers from the convenience and gas station sectors met at the Georgia World Congress Center in Atlanta. The attendance numbers show that the NACS Show has attracted over 23,000 professionals in each of its last three editions – in 2014 and 2015 the trade fair was hosted in Las Vegas.

After hitting record numbers (24,392) in last year's edition in Las Vegas, visitors and exhibitors have enjoyed a more "business-focused" show in Atlanta, away from the casinos, bars and typical nightlife that characterize the Sin City.

The NACS Show had its second-largest expo ever at 408,500 square feet, and featured a total of 1,227 exhibitors. Now in its second year, the New Exhibitor Area featured 193 companies new to the NACS Show.

Exhibitors from all over the world displayed their latest products and ideas, while a complete conference programme in the mornings allowed attendants to explore the hottest topics of the industry: EMV migration, expanding the convenience offering at the forecourt, alternative fuels, and the future of the fueling industry, and other. The sessions drew a total of 12,123 attendees.

"The show has been great. We have had terrific attendance, booths sold out. Everyone seems to be active in the trade show floor and exceptional attendance at the educational events so far," said Rick Long, from PEI, in comments to PetrolPlaza.

Along with the specific sessions organized for women and young executives, the Petroleum Equipment Institute carried out a Latin American event for the first time in an effort to strengthen links with their Southern neighbours.

This was also the last PEI Convention with Bob Renkes as the executive vice president. Rick Long, editor-in-chief of the PEI Journal and general manager since 2009, will take up the position as

executive vice president and general counsel of the organization in June, 2017.

The 2017 NACS Show will take place October 17–20 in Chicago at McCormick Place.