



THE NAMA ONESHOWSM

M^CCORMICK PLACE, CHICAGO • APRIL 27-29, 2011



ONE SHOW EXHIBITORS SHINE!

Our exhibitors know that the OneShow is the ONE place to make high-impact, in-person impressions on the most critical audience – YOU! Throughout the show floor you will get an up-close-and-personal look at their latest and greatest offerings. Along with the usual strong showing from the industry's top vending exhibitors, be sure to visit our three specialty pavilions – New Exhibitor, Coffee Service and Water, and an expanded and enhanced Foodservice Pavilion. NAMA is working hard to ensure that every exhibitor offers show specials that are exclusive to OneShow attendees.



WELCOME BACK TO CHICAGO

The 2011 NAMA OneShow will bring the nation's largest convention center to life again this year! The OneShow has moved to McCormick Place's North Building, and with ample exhibition space, meeting rooms, service areas and support facilities, it provides unmatched benefits and convenience to ensure a satisfying and successful OneShow

experience. In addition, new Illinois legislation has resulted in reduced pricing for all McCormick Place exhibitors. Because of these direct, positive changes, we're expecting that lower costs will draw more of the industry's top exhibitors to Chicago in April, making attendees' experiences that much more fruitful.



NAMA INDUSTRY AWARDS

While the 2011 OneShow will meet your every need for new information and learning, there will also be action-packed entertainment and high-energy celebrations for you to enjoy! On Thursday at 4:30 p.m., make your way to Center Stage for the NAMA Industry Awards, emceed this year by the legendary Coach Tom Izzo of Michigan State University and NCAA fame. Then, take a moment to congratulate the winners and shake Coach Izzo's hand during the reception immediately following the awards ceremony. If you know someone who deserves an Industry Award in 2011, be sure to take a minute to nominate that individual for making a difference in our industry. The nomination process is entirely online, and we've designed it to make it easier and quicker for you to enter nominees.

**NOMINATIONS ARE NOW OPEN
AT WWW.NAMAONESHOW.ORG
IN THE FOLLOWING CATEGORIES:**

Vending Operator of the Year
Coffee Service Operator of the Year
Allied Member of the Year-Vending
Allied Member of the Year-Coffee
Industry Person of the Year

Don't delay – the nomination deadline is **Feb. 1, 2011**. Go online and submit your nomination today!

AN INDUSTRY ABUZZ WITH INNOVATION

Last year, we celebrated standout innovations with the first-ever NAMA Innovation Awards. Award winners were recognized for breakthrough products and processes that advanced our industry's image, growth and profitability. This year, the OneShow will once again present the NAMA Innovation Awards to highlight the latest and freshest thinking in a variety of categories. Winners will be recognized during Wednesday's opening ceremonies, before the Drum Café kick-off. Throughout the OneShow floor, look out for the "iSpot" icons and the new ideas, products, services, equipment and technology solutions they represent.



ONESHOW EVENTS WILL MOTIVATE A

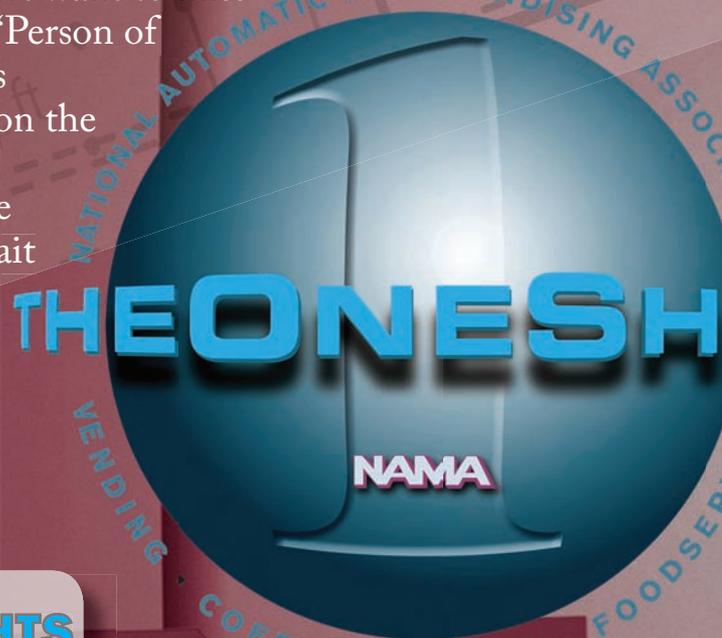
RUDY GIULIANI: A KNOCK-OUT KEYNOTE EVENT



THURSDAY, 8:30 - 10:00 A.M.

Following NAMA's 2011 Annual Meeting, this year's keynote event will feature the legendary Rudy Giuliani, former Mayor of New York City and passionate civic and business leader. Mayor Giuliani captivates audiences with his uplifting and motivating presentation, "Principled Leadership: In the Face of Change and Crisis." He will share how effective leadership can lead to profitability and how basic leadership principles can be used in your own business to inspire excellence from the team around you. He will also convey how to reap the benefits of face time with colleagues and how to address our industry's legislative challenges in Washington and state governments. You won't want to miss TIME magazine's 2001 "Person of the Year" as he provides enlightened guidance on the many challenges our industry faces and the opportunities that await us in the future.

Our insightful and inspirational keynote address has a new location – Center Stage – right on the trade show floor! The show floor will open on Thursday following Mayor Giuliani's speech, so you can begin your day of business empowered with new ideas.



INDUSTRY & CONSUMER RESEARCH INSIGHTS

Dan Mathews, NCE5, Executive Vice President & COO, NAMA and John Healy, Principal, Healy & Schulte, Inc.

WEDNESDAY, 11:15 A.M. - 12:15 P.M.

If you ask a vending operator if he believes consumers think favorably about vending, he'll probably say no. If you ask consumers, they'll probably say yes. Such contrasts and other insights will be revealed during a review of NEW industry and consumer research findings among operators, product suppliers and other members of the industry, as well as

Generation Y, Generation X and Baby Boomer consumers. You'll learn about which generational group favors vending most, gaps between industry and consumer perceptions, and how these new findings stack up to similar research conducted in 2006. This session will provide operators with tangible evidence of how to build a stronger business.

AND CAPTIVATE ALL

KICK-OFF WITH DRUM CAFÉ

Building Teams ... One Beat at a Time

WEDNESDAY, 2:00 - 3:00 P.M.

Drum Café promises to be an exciting and powerful kick-off event for this year's OneShow. You'll feel the buzz and anticipation growing as we all gather at Center Stage for an interactive event like nothing you've ever experienced before! Each attendee will be given their own drum as the Drum Café team leads us in a spirited, team-building event tailored just for the OneShow. This unique, interactive session will energize, spark creativity and send you on your way with renewed enthusiasm and motivation. There's a drum with your name on it – come claim it and join the fun!



WANT TO GROW YOUR BUSINESS PROFITABLY? THEN ATTEND THIS WORKSHOP!

BUILDING YOUR BUSINESS WITH GROWTH OPPORTUNITIES

Dr. Mark L. Frigo, Director of the Center for Strategy, Execution and Valuation at DePaul University, Chicago

WEDNESDAY, 12:30 - 2:00 P.M.

Achieving profitable growth is the number-one goal of most businesses today. The forces of change – such as new technologies, changes in consumer buying habits, challenging regulatory and political pressures, continued environmental concerns, and social and cultural factors – all affect today's business landscape.

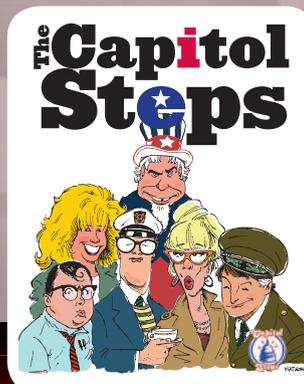
To help your business thrive in these challenging times, this OneShow session brings you expertise from a leading authority on business strategy. Dr. Mark L. Frigo, director of the Center for Strategy, Execution and Valuation at DePaul University in Chicago, and an advisor to the CEOs of Inc. 500 and Fortune 500 companies, will share techniques and approaches used by successful entrepreneurs and business leaders. The only event scheduled during this time, Dr. Frigo's presentation should be a "must" on your OneShow schedule. There's no reason to miss this opportunity to learn how to use simple yet effective tools for developing profitable growth opportunities and increasing the value of your company.



GOING OUT ON A HIGH NOTE WITH THE CAPITOL STEPS

FRIDAY, 9:00 - 10:00 A.M.

Wrap up your OneShow experience with a laugh and a new perspective on what's happening on Capitol Hill! The Capitol Steps, a nationally acclaimed political satire troupe that began in 1981 with a group of Senate staffers-turned-comedians, now travels the country poking fun at the people and places that once employed them. No matter which side of the political fence you're on, you'll be guaranteed to enjoy



the Capitol Steps. Their production is rip-roaring fun, and constantly updated to reflect today's political headlines, with new costumes, props and music. In no way mean-spirited, their hilarious musical satire takes potshots at the outrageous goings-on in Washington, unafraid to say in public what most of us are thinking! Come join the fun on Friday morning at the OneShow's Center Stage.