



PRESS RELEASE

October 19, 2016

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Atlantic Coast Exposition (ACE) – ACE 2016 Tops the 1000 Attendee Mark

Exhibit Space 100% Sold Out with the Most Companies Represented in Many Years

MYRTLE BEACH, SC - The Embassy Suites at Kingston Plantation was the chosen venue for the 62nd edition of the Atlantic Coast Exposition (ACE) where operators and suppliers from all across the US gathered to take part in educational sessions, see and show new products and equipment. The theme: "Let Your Star Shine at ACE 2016" was spread around across the show – with many exhibitors embracing the Hollywood theme. The exhibit hall completely SOLD OUT for the largest exhibitor showing in several years. Participants from 28 states and Canada took part in this three-day convention that is the largest show of its kind on the East Coast. For the **SIXTH year in a row, ACE attendance grew!** ACE attendance has grown each year since 2011 and 2016 is no exception topping the 1000 attendee mark.

On Thursday, meetings were held by two of the state vending associations that partner in ACE: NCVA (NC Vending Association) and VAMA (Virginia Automatic Merchandising Association). This year an optional session on Supervisor Leadership was offered on Thursday which filled the room a day before the trade show opened. There were three educational sessions on Friday that were included in the show's registration fee. Sessions were: OCS – "Waterworld: What's in Your Water?" led by Jonathan Childress; a Legislative & Policy Session by Eric Dell from NAMA; an extended Technology Session by Bryce Gartner from icimo, Inc.

An additional session on Friday offered a thorough technician training class led by Mike Frye with SVS. Other events that offered networking opportunities included a twinkling "Hollywood Nights Party" with special entertainment by star impersonators: Dean Martin & Elvis. Saturday was the "ACE Corn Hole Pool Party" and throughout the week, a concession stand provided beverages and snacks for attendees.

The Saturday ACE Bright Stars Shine breakfast gave us a Keynote by Larry Etter, movie and concession executive who spoke to the packed house. Beforehand, awards were given to the following: NCVA Vendor of the Year: Joe Costanzo, Canteen Vending; NCVA Supplier of the Year: Randy Laster, Pepsi Bottling Ventures; VAMA Vendor of the Year: Carl Moser, Cardinal Canteen; and VAMA Supplier of the Year: Ted Goodwin, Nestle Professional. A plaque presented to Wayne McQuade was given to honor his year-long commitment and valued leadership as the 2016 ACE Planning Committee Chair. The Lifetime Achievement Award was presented to Wayne Seagraves, recently retired from Canteen Vending. First Place Booth awards were given to companies in three different categories that embraced the Hollywood Shining Star show theme. Prizes went to: Single Booth – The Hershey Company; Multi-Booth – CRANE; and Mega-Booth – Vistar. In addition, the committee presented plaques to the highest corporate Diamond level sponsors whose generous contributions make ACE 2016 a success. Thank you to ACE Diamond sponsors: Coca-Cola Bottling Company Consolidated, Pepsi Bottling Ventures, PepsiCo Food Service, and Vistar. Photos can be seen on the website.

In an effort to make a difference in the communities, ACE held a Hurricane Matthew Relief fundraising drive during the show and collected nearly \$27,000 in donations plus suppliers donated a truck full of remaining products from the show to the local food bank – Community Kitchen of Myrtle Beach.

ACE is an industry-only event and registration is open to anyone in the vending, office coffee or food service business, including those involved in contract food service in schools, colleges and hospitals. Additional information is available from the ACE office: Visit www.atlanticcoastexpo.com, email info@atlanticcoastexpo.com, or call 919-387-1221. The ACE Planning Committee began planning ACE 2017 event on the Sunday following the show's closing. Next year's dates are October 12-14 at Embassy Suites Kingston Plantation.

Additional information is available from the ACE office:

Visit www.AtlanticCoastExpo.com, email info@AtlanticCoastExpo.com, or call 919-387-1221.

The Atlantic Coast Exposition (ACE) is a trade show featuring suppliers to the food service industry, industry machinery, vended and dining products, electronic components, communication equipment, customized vehicles and much more. Educational programs are presented, which provide information about the industry. Social and sporting events are included. ACE is sponsored by the N.C. Vending Association (NCVA), S.C. Vending Association (SCVA) and VA Automatic Merchandising Association (VAMA). TayCar, Inc of Cary, N.C., provides administrative services for the ACE Show and NCVA & VAMA. Capitol Consultants in Cayce, SC, provides administrative services for SCVA.