



PRESS RELEASE

Kick Up Your Spurs at ACE 2017 - Atlantic Coast Exposition - Where the Vending Industry Meets on the East Coast

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Atlantic Coast Exposition (ACE) Announces Hurricane Relief Donation & Plans for Silent Auction Breast Cancer Fundraiser at ACE 2017

Embassy Suites, Kingston Plantation, Myrtle Beach, October 12 -14, 2017 – Kick Up Your Spurs at ACE 2017

ACE 2017's theme "**Kick Up Your Spurs**" will offer Operators a full line-up of quality educational sessions and networking events centered around our old west theme. The 63rd ACE, is just over three weeks away and **Operator registrations** are streaming in with Exhibitor Booths at high numbers. Hotel rooms were added to our block with plenty of rooms on the Kingston Plantation property to be close to all the action at the all-in-one meeting venue.

ACE is proud to announce a \$2500 **donation to Hurricane relief** after the devastating storms Harvey and Irma have blasted our eastern US. To continue our generosity, ACE also is holding a **SILENT AUCTION to benefit Breast Cancer** to be held in the ETON ROOM to the left of the Westminster Hallway. Please participate to help us give more!

A new twist on the Beer Garden is our **2017 ACE SALOON** Sponsored by Van Products Up-fit division & Cantaloupe Systems with free beverage tickets to sponsors based on their level of commitment. In addition, a **New Product Showcase** for current exhibitors to show off their new products will be set up in the exhibit area which is another marketing opportunity for suppliers provided to them at no cost. We have also revived the promotion of **ACE SHOW SPECIALS** – come prepared to SAVE MONEY!!

We will welcome other country music artists throughout ACE 2017 and our Friday night **ACE Ho-Down** you'll see Western Performer, Loop Rawlings and hear the country music of Kevin Russell. Of course, excitement is still building as we look forward to our **ACE Trailblazers Breakfast** Saturday morning with keynote speaker, **Ken Thomas**, Black Hawn Down Army Ranger & Country music singer. Three education segments on these topics: MicroMarkets, Vending and Legislative... plus special add-on Leadership Training and Office Coffee Service sessions are available this year – don't miss out! Giddy-up and Sign up today!

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.