

Our Purpose

To promote and protect the advancement of the convenience services industry.

Our Community

CORE MEMBER

Companies that curate and deliver convenience services experiences to businesses and consumers.

MEMBER

Companies in the convenience services ecosystem that utilize core members to deliver convenience services experiences.

CUSTOMER

Professionals involved in the convenience services industry with an affiliation to NAMA member companies and/or to the association's mission and work.

STAKEHOLDER

Entities interested or involved in the growth, advancement or regulation of the convenience services industry including public officials, standards-setting organizations, private sector advocacy groups and relevant trade and professional associations.

Our Focus

To inspire and enable a dynamic range of convenience experiences where consumers work, live and play.

Our Aspiration

Convenience services is a recognized, valued and essential resource to businesses and consumers.

Our Goals

VOICE

NAMA is the universally recognized and influential advocate of the convenience services industry.

- 1.1** Drive NAMA's advanced advocacy agenda at all levels yielding demonstrable, positive results.
- 1.2** Advance the convenience services brand, focusing on consumers, channel innovation and expanded industry context.
- 1.3** Expand the adoption, recognition and benefits of industry-led solutions addressing key societal issues.

FORESIGHT & INSIGHT

NAMA is the expert source of essential knowledge and information on the convenience services industry.

- 2.1** Provide thought leadership enabling operators to benefit from transformative changes shaping the future of business and the industry.
- 2.2** Deliver actionable information and intelligence on business and industry trends, practices, and growth opportunities.

CONNECT

NAMA is a dynamic, growth-oriented and essential business forum for the convenience services industry.

- 3.1** Coalesce companies and individuals from the expanding spectrum of conveniences services essential to industry and association growth.
- 3.2** Foster a community of industry-led innovation spurring business transformation, new critical competencies and relationships for the evolution of convenience services.

Our Commitment

NAMA is a leading organization in service, financial and operational performance.