2018 SOUTHWEST FUEL & CONVENIENCE EXPO

MAY 9-11

SAN ANTONIO

WWW.SW-EXPO.COM

THE ULTIMATE FOOD & FUEL FIESTA!

EXHIBITOR PROSPECTUS

TEXAS FOOD & FUEL ASSOCIATION

All exhibitors receive increased exposure in event promotions and digital/print guides for attendees, insider tips directly from the exhibits manager, access to discounted booth services, and more!

BENEFITS

- 10′ x 10′ Booth with 8′ Back Drape (Gold/White/Purple/White/Gold),
- 3′ Side Drapes (Gold), and 7″ x 44″ I.D. Sign
- (2) Full Registrations (per 10x10)
- (4) Exhibitor Booth Badges (per 10x10)
- Interactive listing on Expo Website
- Company Profile: Texas Food & Fuel Pre-Show Magazine, Expo App, & Show Guide
- New Product & Services Program
- Pre and Post Expo Attendee Lists (doesn't include attendees that opt out of exhibitor communications)

Exclusively for first-time exhibitors!

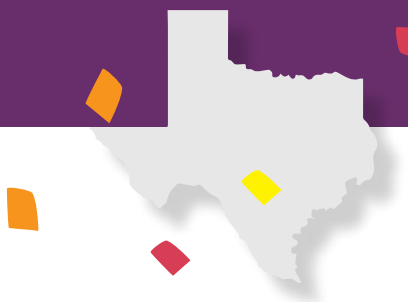
FIRST TIME EXHIBITOR BENEFITS PACKAGE

To introduce new companies to the show, we offer an exclusive package designed for our "First Time Exhibitors", which provides a complete exhibiting experience.

- Company logo and "New" icon on booth I.D. sign
- "First Time Exhibitor" badge ribbons
- Show Entrance Unit displaying your logo and booth number
- Product/Services promotions:
  - Online thumbnails, URL links
  - Thumbnails Pre-Show Magazine & Show Guide
- Pre-Show email promo spotlighting "Who's New "prior to the conference
- Discounted advertising opportunities – 10%
- "New" icon and company's name listed on dedicated "First Time Exhibitors" page:
  - Online
  - Pre-Show Magazine
  - Show Guide
  - Mobile App

All of the above is in addition to the benefits listed on the left!

Have a question?
Dana Fuller,
Director of Expo & Events
dfuller@tffa.com
512.617.4307



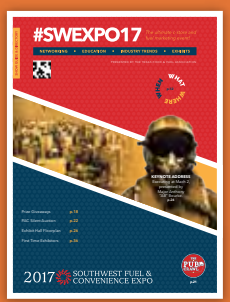
NATIONAL LEADER

TEXAS LEADS THE NATION WITH 15,607 CONVENIENCE STORES, 10% OF THE NATIONAL TOTAL, GENERATING NEARLY $80 BILLION IN ANNUAL FUEL AND IN-STORE SALES.

Sponsorship & Advertising Opportunities!

- **Position your company as an industry leader**
- **Reinforce brand messaging**
- **Reach a large audience**

To request a media guide or to inquire about sponsorship opportunities contact Jesus Azanza:
512.617.4309 / jazanza@tffa.com



Scan to view a copy of the 2017 Show Guide & Directory

ATTENDEES

the Who's Who

Convenience Retailers
Petroleum Marketers
Petroleum Wholesalers
Oil Refiners
Manufacturers/Suppliers
and Grocery Wholesalers

RESERVE YOUR BOOTH ONLINE!

WWW.SW-EXPO.COM

RATES

Member: $1,850 (per 10′ x 10′ booth)
Non-Member: $2,750 (per 10′ x 10′ booth)

(Minimum booth size available for purchase is 10x10. Additional exhibit space is available on a first-come-first-serve basis and sold in increments of 10x10 at the rates listed above.)

SAVINGS

Join the Texas Food & Fuel Association and experience the year-round benefits of membership. Annual dues for suppliers are $600 and provide access to the member booth rate of $1,850, a combined savings of $300 when compared to the price of the non-member booth rate!

Visit www.tffa.com and join today!

SCHEDULE

Exhibit Hall 3

WEDNESDAY, MAY 9

8:00 am – 5:00 pm	Expo Registration
8:00 am – 5:00 pm	Exhibitor Move-In, *Hall 3*
8:30 am – 3:00 pm	Expo PAC Golf Tournament, *Quarry Golf Club*
6:00 pm – 9:00 pm	Casino Kick-Off Party, *Hyatt*

THURSDAY, MAY 10

7:00 am – 9:00 am	Reboot, Regroup & Reflect Breakfast, *Hyatt*
8:00 am – 10:00 am	Exhibitor Move-In
8:00 am – 9:15 am	Brand Meetings
8:30 am – 4:30 pm	Expo Registration
9:15 am – 10:30 am	Brand Meetings
10:30 am – 4:30 pm	**Expo Open & PAC Silent Auction**
12:30 am – 1:00 pm	Tour of Texas
2:00 pm – 1:00 pm	Blue Bag Special, *Lounge Area*
2:30 pm – 4:30 pm	Expo Bars Open, *Lounge Area*
4:15 pm	Prize Drawing

Bars open at 2:30 pm on 5/10/18. Sponsorship opportunities available!

Evening Reserved for Exhibitors & Suppliers Hospitality

Step into the Learning Lab C-Store. A series of 20 minute educational opportunities await in one place – Exhibit Hall.

FRIDAY, MAY 11

7:30 am – 9:00 am	Exhibitor Arrival
7:30 am – 12:00 pm	Expo Registration
8:00 am – 9:00 am	Breakfast of Industry Champions, *Hyatt*
9:00 am – 10:30 am	Brand Meetings
9:00 am – 12:00 pm	**Expo Open & PAC Silent Auction**
10:30 am – 11:30 am	Brunch the Pain Away, *Lounge Area*
11:45 am	Prize Drawing
12:00 pm – 4:00 pm	Exhibitor Move-Out

All event held at the Henry B. Gonzalez Convention Center unless otherwise indicated.

2018 SOUTHWEST FUEL & CONVENIENCE EXPO

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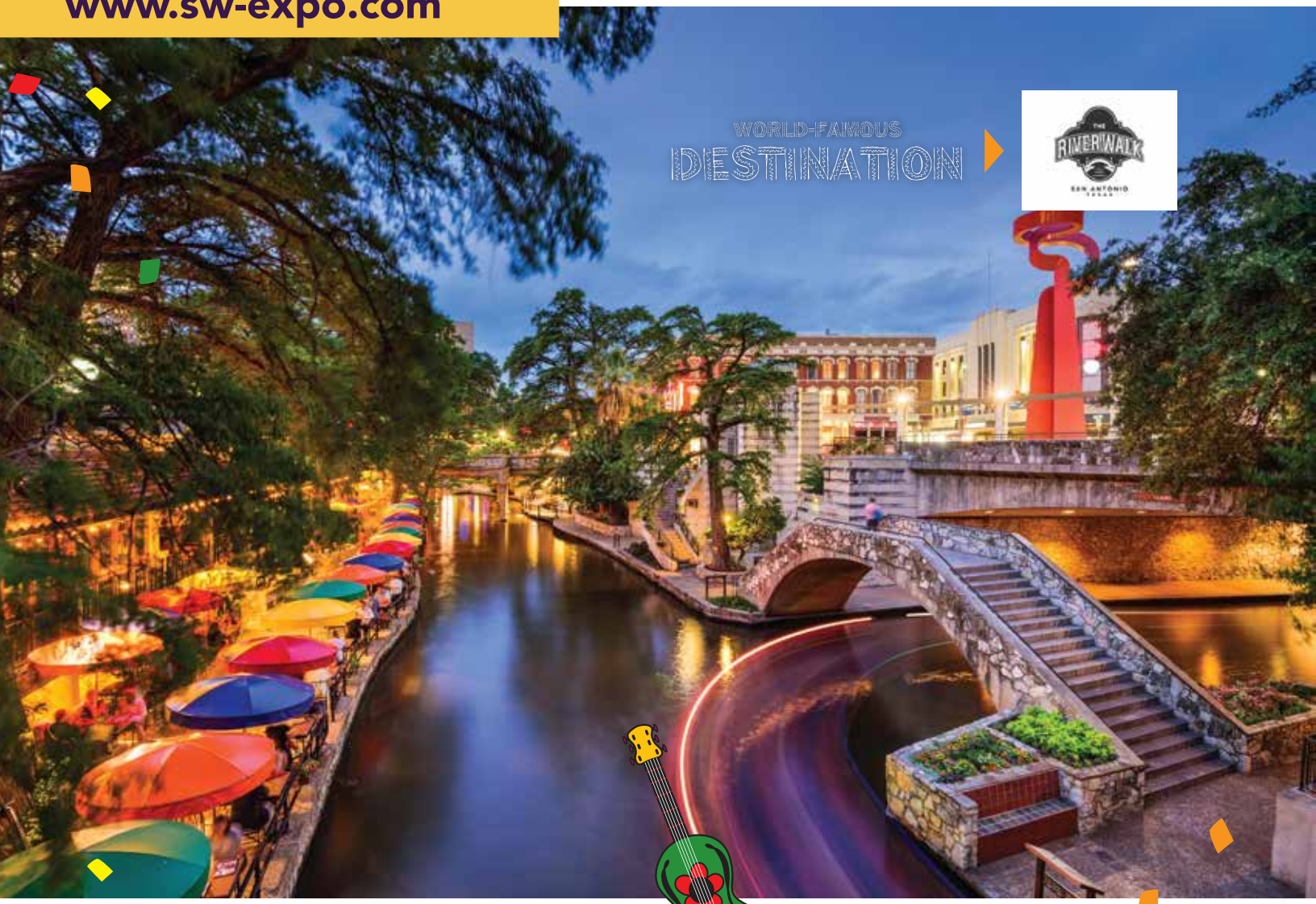

Luxury San Antonio Hotel Steps from the River Walk and Located in the Heart of Downtown

There are few places more magical than San Antonio's River Walk; at Grand Hyatt San Antonio, enjoy a stay just steps from this landmark, as well as the Alamo, iconic riverside restaurants, quirky shops, and more.

What Makes Your Stay Grand:

- Location, location, location: Moments from top San Antonio attractions and a variety of restaurants
- Swim with a view: Bask in the sun within our heated rooftop pool
- State-of-the-art fitness center: Everything you need for a workout, including cardio equipment, weights, and a yoga room

DISCOUNT DEADLINE: APRIL 16, 2018