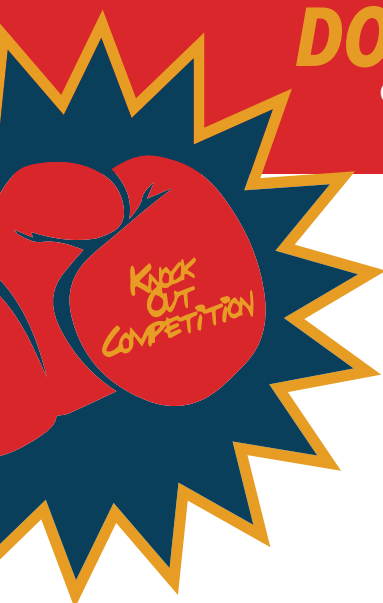


DON'T JUST EXHIBIT, DOMINATE!

Create a buzz at your booth and position your company as a top contender before the main event by submitting your:

With our compliments!



SHOW DEALS



NEW PRODUCTS & SERVICES



BOOTH PRIZE DRAWINGS & HIGH-PROFILE GUESTS

YOU CAN BET THE SOUTHWEST FUEL & CONVENIENCE EXPO WILL BE IN YOUR CORNER AS YOU PARTICIPATE IN ONE, OR ALL THREE, OF THE COMPLIMENTARY PROGRAMS MADE AVAILABLE EXCLUSIVELY FOR EXHIBITORS. BENEFITS INCLUDE:

- Promotional slick with your company's show deal offering(s) in PDF format listed on the *Show Deals* section of the show's website (*Supplied by exhibitor*)
- Promotional slick and/or video with listing of your company's new products and services in PDF format listed on the *New Products and Services* section of the show's website (*Supplied by exhibitor*)
- Listing on the *Win Prizes* section of the show's website
- Listing in the pre-show Texas Food & Fuel Magazine
- Listing in the Southwest Fuel & Convenience Expo Show Guide
- Digital promotion through email blasts to thousands of retailers and buyers

Show Deals

Find new customers, expand into new markets, and bring cost efficiency to businesses. Submit an unlimited number of show deals to boost sales and generate new leads. Show savings that are available for on-site orders are used to promote your booth!

Don't forget...this is a buying show!



New Products/Services

Unveiling a new product and/or service is a proven way to increase market reach and booth traffic. Participating exhibitors have the option of submitting a promotional slick and/or video for listing on the show's website. Eligibility is limited to:

- First-time exhibitors to the show.
- Products introduced to the market place since 2016 or products to be launched at the 2017 Southwest Fuel & Convenience Expo.
- A new product and/or product line being offered.
- A product with a significant modification/enhancement to the original offering.

Booth Prize Drawings & High-Profile Guests

Enhancing an attendees show experience is significantly helped by their ability to walk away a winner. Prizes, drawings for electronic gadgets, celebrity appearances, and autographs with high-profile guests are a few you can attract the right kind of attention. Each exhibitor is responsible for collecting their own entry forms and notifying winners. Prizes must have a value of \$100 or more. Exhibitors are encouraged to bring multiple prizes and draw a winner on each day of the show.

SHOW DEALS, NEW PRODUCTS & SERVICES, AND BOOTH PRIZE DRAWINGS AND HIGH-PROFILE GUESTS

2017 SOUTHWEST FUEL & CONVENIENCE EXPO

MAY 16 - 18 • OMNI HOTEL & FORT WORTH CONVENTION CENTER • FORT WORTH, TX

Our company will be participating in the following complimentary programs:

- Show Deals New Products/Services Booth Prize Drawings & High-Profile Guests

Contact _____ Contact Phone _____

Exhibiting Company _____ Booth # _____

Email Address _____

Web Address _____

Staff Contact On-Site (if different than above) _____

On-site Cell Phone _____

Show Management will review your submissions and reserves the right to use the below promotional and marketing tools within the format of the Expo website, Texas Food & Fuel Magazine, & Show Guide.

When developing, your promotional slicks, submit in high resolution (eps format preferred) and include your Exhibiting Company's Booth Number. For maximum exposure submit form by:

Texas Food & Fuel Magazine - February 15, 2017 / Show Guide -April 15, 2017

Company Logo Attached Will submit later _____

CHECK THE BELOW CATEGORIES THAT APPLY TO YOUR PARTICIPATION:

Show Deal Thumbnail Attached Will submit later _____

Show Deal Ad Slick Attached Will submit later _____

New Products/Services Thumbnail Attached Will submit later _____

New Products/Services Ad Slick Attached Will submit later _____

New Products/Services Video URL Link _____

Booth Prize Drawings & High-Profile Guests Will submit later _____

Booth Prize Drawing Will submit later _____

Booth Prize Drawing High-Profile Guest -- List Here:

If you checked "Will Submit Later", it is solely the exhibitor's responsibility to provide Show Management with the pending promotional & marketing Tools.

RETURN TO: JESUS AZANZA, DIRECTOR OF COMMUNICATIONS & MARKETING
jazanaza@txfoodandfuel.org - 512.617.4309

