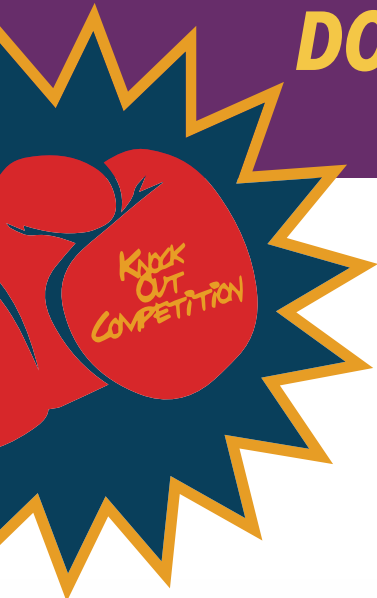


DON'T JUST EXHIBIT, DOMINATE!

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

With our compliments!



**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 BOTH, OF THE COMPLIMENTARY PROGRAMS MADE AVAILABLE EXCLUSIVELY FOR EXHIBITORS. BENEFITS INCLUDE:

- 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



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 2017 or products to be launched at the 2018 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

2018 SOUTHWEST FUEL & CONVENIENCE EXPO

MAY 9-11 • HENRY B. GONZALEZ CONVENTION CENTER & GRAND HYATT • SAN ANTONIO, TX

Our company will be participating in the following complimentary programs:

- 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 23, 2018 / Show Guide - March 30, 2018

Company Logo Attached Will submit later _____

CHECK THE BELOW CATEGORIES THAT APPLY TO YOUR PARTICIPATION:

New Products/Services Thumbnail Attached Will submit later _____

New Products/Services Ad Slick Attached Will submit later _____

New Products/Services Video URL Link _____

Will submit later _____

Booth Prize Drawings & High-Profile Guests 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@tffa.com - 512.617.4309

