You’re invited to participate as an exhibitor at the Southwest Fuel & Convenience Expo in San Antonio, Texas, June 22-24, 2020 hosted by Texas Food & Fuel Association (TFFA). Whatever your company’s position in the industry—startup, midsized or long-established multinational corporation—exhibiting means you’re counted among the industry’s category leaders and top influencers.

Attendees look to the premier **Southwest Fuel & Convenience Expo** for in-person access to all the hottest products & services, freshest ideas and coolest solutions available. They connect them with the people, products, and knowledge they need to compete—and if you’re not there, you’re out of the equation. There’s only one way to ensure your name factors into their decision-making process: being there. I encourage you to look at the interactive floor plan at [sw-expo.com](http://sw-expo.com) and contact me at 512.617.4307 or [dfuller@tffa.com](mailto:dfuller@tffa.com). We’re excited to introduce you to our Texas audience!

**WHO ATTENDS?**

The top decision-makers in the petroleum-marketing, grocery distribution, and convenience/grocery retailing industries attend the Southwest Fuel & Convenience Expo. 75% of attendees are CEO’s, Presidents, Owners, Vice Presidents, Marketing and Sales Executives, which includes owners/operators, top-level executives, buyers, and merchandisers representing:

- **Convenience Store Chains & Independents**
- **Grocery Stores & Supermarkets**
- **Car Wash & Quick Lube Centers**
- **Grocery Wholesalers & Distributors**
- **Specialty & Dollar Stores**
- **Major Oil Companies**
- **Fuel Marketers & Wholesalers**
- **Minor Oil Companies**
- **Car Wash & Quick Lube Centers**
- **Specialty & Dollar Stores**
- **Major Oil Companies**
- **Fuel Marketers & Wholesalers**

**WHO IS TFFA?**

Texas Food & Fuel Association represents the fuel marketing, convenience, grocery and wholesale food industries in Texas.

Chartered in 1949, TFFA’s membership includes a range of business formats offering fuel and convenience throughout the state of Texas. Members include fuel distribution companies, convenience stores, grocery distributors and grocery stores.

“**My team attends the Southwest Fuel & Convenience Expo every year. No other regional event provides the same opportunity to network with so many peers and industry leaders.**”

Bobby Warren, Douglass Distributing, 22 Lone Star Food Stores
WHY EXHIBIT...

Increase your sales to the Texas market leading the nation with 15,745 convenience stores or 10% of the nation’s total. Fuel and in-store sales have reached $80 billion. This is your opportunity to establish relationships with future decision-makers in the profession. Engage in face-to-face networking that bring brands and customers together.

RESERVE EXHIBIT SPACE

BOOTH PRICING (per 10’x10’ booth)
TFFA Members - $1,900
Non-Members - $2,900

Join the Texas Food & Fuel Association and experience the year-round benefits of membership. Annual Dues for Suppliers are $800 and provide access to the Member Booth Rate of $1,900 (plus $800 dues = $2,700), a combined savings of $200!

Membership dues must be current the year of the Expo.

BOoths Include:
- Two Full Registrations - includes Casino Kick-Off Party (per 10x10)
- Four Exhibitor Booth Badges (per 10x10)
- Interactive Listing on Official Expo Website
- Company Profile: Texas Food & Fuel Quarterly Magazine & Show Guide
- Pre & Post Expo Attendee Lists (does not include attendees that opt-out of exhibitor communications)

PLUS, FOR NEW EXHIBITORS:
- Business Card Ad in TFFA’s Pre-Show Magazine
- A 10% Discount on Advertising
- Pre-Show Email Promo Spotlighting “Who's New”
- Listing on Our Dedicated First-Time Exhibitors Page (Online/Pre-Show Magazine/Show Guide)

2020 SCHEDULE

Subject to change

MONDAY, JUNE 22
9:00 am - 5:00 pm  Exhibitor Move-In
1:00 pm - 5:00 pm  Expo Registration
6:00 pm - 9:00 pm  Casino Kick-Off Party, Grand Hyatt

TUESDAY, JUNE 23
7:00 am - 1:30 pm  Expo PAC Golf Classic, AT&T Oaks Course
8:00 am - 3:00 pm  Exhibitor Move-In
8:00 am - 6:30 pm  Expo Registration
4:00 pm - 6:30 pm  Expo Opens

WEDNESDAY, JUNE 24
8:00 am - 1:00 pm  Expo Registration
9:00 am  Exhibitor Arrival
10:00 am - 2:00 pm  Expo Opens
11:30 am - 12:30 pm  Lunch in the Exhibit Hall
2:00 pm - 6:00 pm  Exhibitor Move-Out

At all events held at the Henry B. Gonzales Convention Center unless indicated.

SPONSORSHIPS RAISE YOUR PROFILE

Position your company as an industry leader, reinforce brand messaging, and reach a large audience.
For details, contact:
William Reagan | 512.617.4310 | wreagan@tffa.com
For the most up-to-date Exhibit Space availability, please visit www.sw-expo.com

PAVILIONS PROVIDE A SPOTLIGHT

Per attendee survey results, the Expo is divided into three different products/service pavilions.

PETROLEUM EQUIPMENT PRODUCTS/SERVICES
Booths Grouped in 100's

FOOD/FOOD SERVICE/RETAIL MERCHANDISE
Booths Grouped in 200's

BUSINESS SERVICES/TECHNOLOGY
Booths Grouped in 300's

Dana Fuller, CEM  |  512.617.4307  |  dfuller@tffa.com
401 West 15th Street, Suite 510  |  Austin, TX 78701