The Southern Convenience Store and Petroleum Show, now in its 16th year, is a “must-attend” destination for retailers in Georgia and surrounding states. With an average of 500 retail buyers registering for previous shows, the 2018 Show will once again target key individuals and decision makers from throughout the Southeast. Attendance will include board members and other important retailer representatives from the Georgia Association of Convenience Stores. As you consider participating in The Show, it is important to know that many of these decision makers are looking for new products, new ideas, and new ways of improving their businesses—whether it’s inside or outside sales, food service or pre-packaged goods, or any of the various goods convenience stores sell. Based on attendee feedback, the Tradeshows Committee decided to adjust the show schedule to be a one-day show. You will have the opportunity to interact with potential and existing retailer customers during a reception on Wednesday and of course on the show floor.

General Info

Show Rules
Each booth is a 10’ X 10’ space, with an 8’ back wall and 3’ siderail, and includes a 6’ table, 2 chairs, waste basket and identification sign. Indicate on the contract the exact name to appear on the id sign. Carpet, electrical, water, phone, internet and additional booth services may be ordered through the exhibit decorator kit sent to each exhibitor after space has been reserved using the attached contract. General cleaning services will be provided by The Show. However, special needs should be coordinated through the exhibit decorator.

In order to avoid interference with other exhibitors, the following guidelines are in place:

- Booths should not interfere with the space of other exhibitors.
- The front half of the booth shall not be higher than 60” without permission from The Show.
- Booth construction higher than the 8’ back wall will also require approval from The Show.
- End cap exhibitors should construct booths in such a way that it does not interfere with the line of sight down the aisle.
- We reserve the right to make changes to maintain show appearance and line of sight protection for all exhibitors.

Show Facility
The Show will be held at the Macon Centreplex, conveniently located off of Interstate 16 in Macon, Georgia. The facility offers a large free parking area and two drive-up ramps for easy access. More information can be found online at www.maconcentreplex.com.

Hotel Information
This year we are pleased to offer special rates with the Macon Marriott City Center, the hotel connected to the Centreplex.

Macon Marriott City Center
240 Coliseum Drive
Macon, Georgia 31217
800.228.9290 or 478.621.5300
GACS Special Pricing $128 per night
Tuesday, Nov. 13 – Thursday, Nov. 15
Cut off October 12, 2018

For reservations go to: GACS.com
the date applications and deposits are received. Competitive concerns should be indicated and every effort will be made to address such concerns. We reserve the right to reassign booths as necessary.

**Set Up And Event Times**

**Set Up:**
Tuesday, November 13, 2018
Appointment Only

Wednesday, November 14, 2018
8:00 AM to 5:00 PM
Payment is due on Sept. 21, 2018 and is required in full before set-up. Booths must be set up by 5:00 PM, Wednesday unless approved by The Show.

**Show Hours:**
Thursday, November 15, 2018
9:00 AM – 4:00 PM

**Teardown:**
All booths must remain intact during posted show hours. Teardown may begin at 4:00 PM on Thursday, Nov. 15, 2018 and must be completed by 12:00 Midnight. Those who tear down before 4 PM will forfeit their booth location for the following year. No exceptions will be made.

**Name Badge Info**

Name badges will be ready upon arrival for exhibitors, but names must have been provided prior to Oct. 19, 2018. Changes will be accepted and processed prior to arrival (until November 2, 2018). Exhibitors will receive four complimentary badges per booth. Badges will be labeled with the individual’s name, as well as the name of the company that has contracted the space. Additional badges are $35 each and can be paid onsite.

**Material Shipping**

Shipping to the Macon Centreplex should be coordinated by utilizing the forms in the Exhibitors Service Package. Materials should not be shipped directly to the Centreplex without using such forms. To ensure that your materials arrive on time, we recommend completing your shipping requests at the earliest possible date.

**Payment Terms and Booth Assignment**

A $500 non-refundable deposit is required for each booth. Full payment on all contracts is due Sept. 21, 2018. Contracts received after Sept. 21, 2018 must be accompanied by full payment of the booth space purchased. Space is reserved in a first come, first-serve order, based on the date applications and deposits are received. Competitive concerns should be indicated and every effort will be made to address such concerns. We reserve the right to reassign booths as necessary.

**Refund Policy**

No refunds will be made if space purchased is not used, nor will any refund be made on space used for only a part or portion of the exhibit period. Any booth space not claimed and occupied prior to 7:30 AM on Thursday, November 15, 2018 may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the booth rental whether or not the booth is resold. Only that portion of any monies paid in excess of the $500.00 non-refundable deposit will be refunded if written notice of booth cancellation is received by GACS by Sept. 21, 2018. No refund will be made for cancellations received after September 21, 2018.

**Subletting of Booth Space**

The subletting, assignment or apportionment of the whole or any part of space by any exhibitor is prohibited without written consent of GACS. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contracting exhibitor. No exhibitor may permit the solicitation of business by others within his space.

**Conducting Exhibits**

Exhibits must be manned during all show hours. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Interviews, demonstrations, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors. Sample bags will be provided to each retail attendee upon entrance to The Show. Exhibitors should refrain from providing any type of sample bag. Exhibitors shall protect machinery and exhibits so that no injury will result to the visitors, guests, employees or any other person or property. No engines will be operated indoors with volatile or combustible fuels. Characters of the exhibits are subject to approval of GACS. The right is reserved to refuse a booth application because of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits which reflect against the character of The Show. This shall apply to displays, literature, advertising, novelties, souvenirs, and/or conduct of exhibit personnel.

**Community Benefits**

As stated, we ask that all exhibitors refrain from handing out bags. We have always encouraged the distribution of sample items. This year at the close of The Show, the remaining samples will be collected by the Rescue Mission of Middle Georgia to help support their services. Through donations, the Mission serves the community and fulfills their mission of “helping change the lives of those facing homelessness, domestic violence and poverty through the compassion of Christ.” For more information visit maconrescuemission.com.

**Liability and Insurance**

Exhibitors agree to protect and keep harmless and otherwise indemnify the Georgia Association of Convenience...
Stores, the Macon Convention Center, and their employees and agents from any and all claims for damages, suits, etc. by any and all persons or others which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitor, or on account of machinery and property under control of an exhibitor. By signing an application and contract to exhibit, the exhibitor expressly understands that he releases the Georgia Association of Convenience Stores and the Macon Convention Center, and their agents from (and agrees to indemnify each against) any and all claims for any such loss, injury, or damage, and will defend same if a claim is made at no cost to these parties.

Security and Insurance

The Show cannot guarantee against loss or damage of any kind, but will protect exhibitors by providing security in the exhibit area from 5:00 PM on Wed., Nov. 14 until the close of show at 4:00 PM on Thursday, Nov. 15. Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.

Protection of the Building

Exhibitors will be held liable for any damages caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or property thereof, GACS and the Macon Convention Center will be the final judges thereof and their decision shall be binding on all parties concerned.

Fire Protection

All materials used in the exhibit area must be flame-proofed and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Excelsior or other paper is not to be used in crafting merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by fire prevention authorities. Any exhibit or parts thereof found not to be fireproof may be ordered dismantled. All aisles must be clear at all times and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Interpretation & Violation

Any points not covered above or elsewhere are subject to settlement by the management. Any violation of these rules and regulations by any exhibitor will void the agreement for booth space, and such exhibitor will forfeit all monies which have been paid or are due under this contract. The Show shall have the right to terminate the agreement for booth space and to re-enter and take possession of the space occupied by an exhibitor, and to remove all persons and goods from the space at the expense of the exhibitor. Written notice to terminate the agreement for booth space and of re-entry is not required.

Show Sponsor Information

The Georgia Association of Convenience Stores was formed in 1973 and is one of the most respected state associations in the country. GACS represents approximately 1,500 convenience stores in the state. The association is supported by an additional 200 plus associate members who market goods and services to the industry.

Cocktail Party

The Southern Convenience Store and Petroleum Show will host a cocktail party for attending exhibitors and retail buyers on Wednesday, Nov. 14, 2018 from 5:30 — 6:30 PM at the Macon Centreplex. Admission is by name badge only and is held in appreciation of the attending exhibitors that help make The Show possible.

“I am excited about the new format for the Southern Show. In addition to seeing what new products and services the industry has to offer, I believe the new format will allow for more networking and relationship building.”
- Mark Reese, RaceTrac

“I am really looking forward to the 2018 Trade Show. I believe that the new format will give us more attendees and a more focused show associated with a one day event.”
- Mark Scudder, MECO of Atlanta
2018 Booth Contract
Southern Convenience Store and Petroleum Show
November 15, 2018

Print Company & Contact Information Below:
Company ____________________________________________
Company Name for Booth Sign __________________________
Brief Company Description _____________________________
Contact _____________________________________________
Title ________________________________________________
Address _____________________________________________
City______________________ State_______ Zip ___________
Phone____________________ Fax _______________________
Email _______________________________________________
Signature ____________________________________________

Names of Exhibitor Personnel (please print legibly):
1. ______________________________________________________
2.  ______________________________________________________
3. ______________________________________________________
4. ______________________________________________________
5. (@$35) _______________________________________________
6. (@$35) _______________________________________________

Booth Preference: The following are our choices based on the official floor plan contained in this application:
First Choice_______ Second Choice_______ Third Choice_______
We request our booth(s) not be adjacent to the following competitors: _____________________________

<table>
<thead>
<tr>
<th>Booth Options</th>
<th>GACS Member Price</th>
<th>NON-Member Price</th>
<th>Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Super Saver” – GACS MEMBERS ONLY – REGISTER BY MARCH 31</td>
<td>$1,300.00</td>
<td>Not Available</td>
<td>$</td>
</tr>
<tr>
<td>Includes one (1) 8 x 10 convention tabletop on June 26, 2018 AND One (1) Show 10 x 10 booth on November 15, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Super Saver” – GACS MEMBERS ONLY – REGISTER AFTER MARCH 31</td>
<td>$1,500.00</td>
<td>Not Available</td>
<td>$</td>
</tr>
<tr>
<td>Includes one (1) 8 x 10 convention tabletop on June 26, 2018 AND One (1) Show 10 x 10 booth on November 15, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Early Bird Pricing – REGISTER BY MARCH 31</td>
<td>$1,000.00</td>
<td>$1,200.00</td>
<td>$</td>
</tr>
<tr>
<td>Show Booth Only – Includes one (1) 10x10 space at Southern Convenience Store &amp; Petroleum Show</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular Pricing – REGISTER AFTER MARCH 31</td>
<td>$1,200.00</td>
<td>$1,400.00</td>
<td>$</td>
</tr>
<tr>
<td>Show Booth Only – Includes one (1) 10x10 space at Southern Convenience Store &amp; Petroleum Show</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Booth(s)</td>
<td>$900.00</td>
<td>$1,000.00</td>
<td>$</td>
</tr>
<tr>
<td>Additional Exhibitor Personnel</td>
<td>$35/each</td>
<td>$35/each</td>
<td>$</td>
</tr>
</tbody>
</table>

INDICATE TOTAL AMOUNT DUE $ ____________________________

Rules and Regulations:
• By signing this agreement, we hereby make application for exhibit space at the 2018 Southern Convenience Store and Petroleum Show.
• We further agree to abide by all requirements, regulations and obligations contained in this application, a copy of which acknowledges receipt.
• Rates listed are for a standard 10’ wide by 10’ deep booth space
• A $500.00 NON-REFUNDABLE DEPOSIT IS REQUIRED TO SECURE SPACE FOR EACH BOOTH PURCHASED.
• Full payment is due September 21, 2018.
• Booth selection is first come, first serve.
• A standard 10’ by 10’ exhibit space includes:
  - One ID sign in the booth
  - Two side chairs
  - One six foot draped table
  - One waste basket
• Electrical, water, and internet should be pre-ordered using the forms in the Exhibitor Service Package by October 12, 2018.
• The names of all persons representing exhibitors must be registered with the Southern Convenience Store and Petroleum Show for name badge purposes no later than October 19, 2018.

A badge charge of $35.00 per person will be assessed to any exhibitor over four people per booth. It is the responsibility of the exhibitor to notify GACS of any personnel changes prior to the Show.

Select payment option below:
Card # ________________________________________________
Expiration ________________
Name on card ____________________________________________
Signature ________________________________________________
Check number ____________________________________________
Payment Amount $ ____________________________

Make checks payable to and mail to:
Georgia Association of Convenience Stores
EIN# 59-1231372
168 N Johnston St., Ste 209, Dallas, GA 30132-4744
Phone: (770) 736-9723 Fax: (770) 736-9725
Email: jennie@gacs.com

Office Use Only:
Date Rec’d__________ Entered__________ Deposit Rec’d__________ Date PIF__________ Booth # Assgnd__________
To view an updated list of sold booths, visit www.gacs.com

* Denotes booths on the back wall that are 8' x 10'